

# Ads Deconstructed (Print)

Aesthetic Devices (in layout)  
photos, colour, arrangement  
blocking, eye movement, lines, layers.

Descriptions  
Small print  
Warnings  
Sprites or  
Tagline  
**COPY**

Image Content:  
subject matter,  
treatment:  
composition  
colours, textures,  
lines, mood.

**BRANDING**  
(associations)

Source & Target



Combined Message:



- Additional considerations for Video Ads:
- Clip Sequence
  - Tempo
  - Audio: atmosphere and soundtrack mood and branding
  - Camera Point of View