Elements in an Advertisement.

The elements of advertising design are the components of an advertisement that the graphic designer plans. The following list will help you to better understand what you graphic artist is talking about.

- **Color** - Colors are considered in terms of intensity and brightness. How color is used in your advertising design can have a big impact on how it is interpreted by your customers.

- **Value** - Value describes the lightness or darkness of a color.

- **Line** - A line is exactly what you think it is – a continuous mark connecting two points.

- **Shape** - Shapes are two dimensional, or flat. A shape is height and width only in advertising design.

- **Form** - Forms are three dimensional – height, width, and depth. You get volume and mass with form.

- **Texture** - Texture describes the surface of an object. The artist renders the object to give an idea of how it would feel to the touch.

- **Space** - In advertising design, space describes the distance between and around objects.

- **Balance** - Balance describes the equality of objects in your ad. With symmetrical balance, both sides of your ad are the same. With asymmetrical balance, each side is different but equal. Radial balance means the ad is balanced around a focal point.

- **Contrast** - Contrast describes the degree of difference between objects. It gets attention and adds excitement.

- **Emphasis** - Emphasis and contrast are really the same thing in advertising design. The artist creates a focal or emphasis point in your ad by making it contrast with the other parts of the ad.

- **Proportion** - Proportion describes how the individual elements of your ad relate to each other and to the entire piece.

- **Pattern** - A pattern is exactly what you think it is – something repeated over and over again.

- **Rhythm** - Rhythm gives your advertising design the feeling of movement or action. The artist places objects or creates patterns so that the eye follows a path. The path the eye follows in advertising is very important, because you want the reader to end up at your call for action [like at your phone number]. If the reader's eye stops at the wrong place in the ad, your call for immediate action may be seen too soon, or not at all.

- **Unity** - Unity describes how the whole advertisement works together as a complete unit.

- **Variety** - Variety describes the complexity of a work. In advertising, especially direct mail, a large amount of variety keeps the reader engaged and involved with the piece. The longer the reader is engaged, the better the odds of delivering your message are. That's why some ads are rather busy – they keep the reader involved.

- **Artwork** - Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual. It's not in all ads but it is an option that gives the advertiser one more chance to grab the reader.

- **Titles** - The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well. Just making it larger isn't enough, headlines should be well-written to get the readers' attention.

- **Body** - The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

- **Contact** - The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of : Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, etc.

- **Extras** - Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.