

SUPPORTING MULTIMODAL LITERACY: SUPPLEMENT 5

Advertising Elements and Analysis Questions

Layout – What is there to consider in the overall design or layout of the ad? How much text compare to pictorial matter? Is there a great deal of white space? How is the space divided? What is privileged?

Composition – Where is your eye directly? Does the text or image show emphasis or are there elements of unity or pattern that directs your eye?

Camera Angle – If there is a photograph, at what angle is the photograph shot? Do we look up at the figures or are they at eye-level? What is the significance of the angle?

Lighting – Is there a great deal of light or dark shadows? What mood does the lighting create?

Color – What role, if any, does color play in the ad? What colors dominate and what significance do the colors have?

Action – What is happening in the ad? Is there a narrative? How does the print ad suggest a storyline?

Figures – If there are figures in the ad, how would you describe them? What age/ethnicity/sex are they? What are they wearing? What does their body language say? Are they looking at the viewer or elsewhere? What relationship do they have to each other?

Text – In the textual material, how is language used? What arguments are made about the people in the ad? Does the advertisement use analogies or figurative language? Does the typeface have any relevance to the argument being made? Is there a parody or a play on words? Does any of the language have double meanings or unexpected connotations?

Setting – Where does the ad take place? What is the significance of the location?

Product – What product is being sold? What role does the product play in society?

Values – What values and beliefs are reflected in the advertisement? Does the ad use any familiar symbols or signs that suggest the values at work? What assumptions are made about the values of the audience? What kind of appeals does the ad use?

Context – Where was ad found? Who might see this ad?