

Presentation Preparation Template

Name: _____

Class: ____ ()

1. Take **notes** on the following areas of your chosen advertisements. Name the **strategies** used and give **examples** from each advertisement to support your points.
2. Once you have taken notes, write information into **sentences** for your presentation. Decide who will talk about each advertisement.

	Advertisement 1	Advertisement 2	Advertisement 3
1. Introduction What it advertises, why we chose it, popular culture aspect			
2. Body of presentation Image(s) and effect			
Text and effect			
Eye movement and effect			
Composition and effect			

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	Advertisement 1	Advertisement 2	Advertisement 3
Target audience and how we know			
Colour and effects			
Branding – logos/slogans and how they add to the company 'image'			
3. Conclusion Most effective and why			
Least effective and why			
Like best and why			