Chapter 12
Creating Print Advertising

Newspaper Advertising

- Most people see newspaper advertising as a form of news.
- One of few types of advertising that is not considered intrusive.
- Copy doesn’t have to work as hard to catch attention of readers.
- Advertising copy is straightforward and informative.
- Not a good surface for reproducing fine details or color photos.
- May get art from artwork service, clip art, or graphic artists.

Magazine Advertisement

- Ads Must Catch the Attention of the Reader
- Ads Are More Creative than Newspaper Ads
- Magazines Have Traditionally Led the Way in Graphic Improvements
- Ads Are Turning to Attention-Getting Devices, Such as Pop-Up Visuals, Scent Strips, Etc.
- Advertising that Ties in Closely With the Magazine’s Special Interest (i.e. Sports) May be Valued as Much as the Articles.

Headlines

- Headline is The Most Important Display Element and Should:
  - Attract Only Those Who Are Prospects
  - Work in Conjunction With the Visual to Stop and Grab the Reader’s Attention
  - Involve the Reader
  - Lead Readers Into the Body Copy; 20% Who Read Headlines to go Copy
  - Include the Selling Premise

Types of Headlines (Tab. 12.1)

- Headlines Can be Grouped Into Two General Categories
  - Direct Action
    - Assertion
    - Command
    - How-to Statements
    - News Announcements
  - Indirect Action
    - Puzzles
    - Associations

Purposes and Types of Body Copy (Tab. 12.2)

- Body Copy is the Text of the Ad and:
  - Provides Explanation
  - States the Argument
  - Summarizes the Proof
  - Develops the Sales Message
  - Translates
  - States the Argument
Copywriting for Print

- Two categories of copy used in print advertising are:
  - Display copy, and
  - Body copy (or text)

- **Display copy** includes all elements that readers see in their initial scanning.
  - Elements such as headlines, subheads, and taglines are usually set in larger print sizes designed to get attention.

- **Body copy** includes the elements that are designed to be read and absorbed, such as the text of the message and captions.

Other Display Copy

- **Captions** (copy under illustrations) have the second highest priority in copy.
- Copywriters also craft **subheads** that continue to help lure the reader into the body copy.
- **Taglines**, which are short catchy phrases, are particularly memorable phrases used at the end of an ad to complete or wrap up the idea.
- **Slogans**, which are repeated from ad to ad as part of a campaign, also may be used as taglines.

Designing for Print

- First responsibility of the art director is to choose visual elements used in ad or commercial to produce a **layout**.
  - Plan that imposes an orderly arrangement that is aesthetically pleasing.
  - Map, the art director’s blueprint.
  - Communication tool for others so that the idea can be discussed and revised.
  - Many ways to lay out an ad; different ways create different feelings about the product. (See Table 12.3 for different layout ideas.)

Layout (Fig. 12.1)

The General Steps in a Layout Are:

- Thumbnail Sketches
- Preliminary Sketches
- Rough Layouts
- Ads Done to Size Without Attention to Looks
- Semicomps
- Layout Drawn to Size, Used for Presentations
- Comprehensives
- Art is Finished, Designed to Impress Audience
- Mechanical
  - Largely Computer Based and Generated to Guide Color Separations

Layout and Design Principles

- Design Principles Include:
  - Simplify, Simplify, simplify
  - Guide the Eye
  - Use Pleasing Proportions
  - Emphasize the Important
  - Create Unity
  - Align Elements
  - Manage the White Space

Color in Print Advertising

- Color is used to:
  - Attract attention,
  - Provide realism,
  - Establish moods,
  - Build brand identity.
- Research shows that ads with color get more attention than ones that do not.
Typography

<table>
<thead>
<tr>
<th>Typeface Selection</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families of Type</td>
<td>Groups of typefaces that have similar characteristics such as Times New Roman</td>
</tr>
<tr>
<td>Font</td>
<td>Basic set of letters in a particular typeface</td>
</tr>
<tr>
<td>Letter Variations</td>
<td>Posture, weight, and width of a typeface. Italic, Boldface, Light.</td>
</tr>
<tr>
<td>Type Measurement</td>
<td>Type is measured in points. Body copy is set at 12 points or smaller.</td>
</tr>
<tr>
<td>Justification</td>
<td>Forced alignment of the column edges. Ragged right or left, center.</td>
</tr>
<tr>
<td>Legibility</td>
<td>Readability of type. ALL CAPS, reverse type, unusual typefaces are difficult to read.</td>
</tr>
</tbody>
</table>

Print Production

Two General Types of Art Reproduction:

- Line Art
  - Image is Solid Black
  - Lines on a White Page

- Continuous Tone (halftone)
  - Images With a Range of Gray Values

Print Production

Color Reproduction:
- Use a Limited Number of Base Colors
- Mix Them With the Rest of the Spectrum

Printing Processes:
- Letterpress
- Offset Lithography
- Holography
- Flexography
- Silk-screen

Binding & Finishing:
- Pages are Assembled
- And Ads are Glued Into Publication (tip-ins)

Print Technology:
- Digitalization & Transmission
  - Art Can Be Digitized (broken into tiny grids) then Transmitted