|  |
| --- |
| I decided to create a poster to advertise the area of………..  The reasons I choose this area are….. |
| The target audience that I wanted to reach with my poster were…..  ***(Mention age, job, country, values and attitudes)*** |
| The visual conventions that I have used to get the reader’s attention are:  ***(Visual conventions – colour, objects, props, clothing, facial expressions, body language)***  Explain why you used each one. |
| The slogan I choose is…  The reason I choose this slogan is because …. |
| The logo I created represents … |
| The parts of the poster I like are: |
| However, I believe that there are some areas I could improve, these are: |
| I have used the AIDA MODEL:  I have attracted attention by:  I have maintained the readers interest by:  I have made the reader desire the region by:  I have made it possible for the reader to action their desire by: |