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| I decided to create a poster to advertise the area of………..The reasons I choose this area are…..*
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| 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: |