

Suggested Questions for Evaluating Ads

Evaluating a Print Ad

- What is the author's purpose?
- Who is the audience?
- What does the artifact say?
- What doesn't the artifact say?

Questions for Evaluating a Commercial

What is the big idea of the video?

- Is there a central theme?

How is the commercial shot?

- What angles are used?
- How many different shots are included?
- How is it paced?
- How does the editing contribute to the pace?
- How do the editing and pace contribute to the central theme/big idea?

Is music used?

- If so, when, where and how?
- What purpose does the music serve?

What graphics are used?

- Where are they placed?
- What fonts and colors are used?
- Where on the screen are graphics placed?
- Do the graphics move?

Do the elements come together to make this an effective video?

- If yes in what ways is the commercial effective?
- In what ways does it fail?

What persuasion techniques are used?

- How do they influence the video?