

You are in **control**



– making a good advertisement

Use your top ideas for controlling your **carbon footprint** and create an **advertisement** to explain what you would do and why other people should get involved too.

There are two types of advertisement that we will look at here.

1 A **billboard**

– is a large outdoor advertisement, found on busy streets. Billboards show large advertisements to people walking or driving past them.

2 **Posters**

– are another form of advertising. They are often found in busy town and city centres. Posters are smaller than billboards and are looked at mainly by people walking past them.

Firstly, make your choice of what type of advert you are going to design

- If you choose to design a billboard poster then draw it out on paper using a landscape style.
- If you are designing a small poster then it may be best to use a portrait style.

Tips on designing your advert

■ Keep your message clear, simple and to the point.

■ Think about words or pictures that will catch people's eyes.

■ Use as few words as possible.



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