

# DECONSTRUCTING ADVERTISING

Use this handy model to deconstruct advertising. Remember all advertising is carefully constructed to promote a product or service.

## **SAMPLE AD:**

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**Models** (people, animals, animated characters, social status, relationships, etc.)

**Setting** (location, meaning of location, time, era, lighting, natural or artificial, values expressed):

**Details**(clothing, jewellery, price tags – nothing no matter how small is included by accident.):

**Story** (what is happening? Monomyth structure):

**Copy** (words, written or spoken):

**Point of View** (close up, long shot, high angle, low angle, sharing perspective):

**Colour** (bright & cheerful, warm, comforting, cool & professional, every colour suggests a mood or tone):

**Technical Effects** (memorable or noticeable effects, animation, JPM, surprises):