Some of the ads published either in the newspaper or shown on the television fascinate people instantly, despite the fact that they don't need that product. Why?

It is only because of its beautiful design, communicative power, and fascinating execution. Thus, design is one of the most fundamental features of an ad.

What is an Advertisement Design?

There is neither a magical formula nor pre-defined rules to combine lines, colors, images, typefaces, and other graphic elements to create an eye-catching ad. However, design depends upon the requirement of the client and features, functions, appearance, and nature of the product.

Execution of a well-thought out layout and design has an impressive effect on consumers. A smartly articulated design encourages or in other words subtly compels people to buy the product.

How to Develop Creative Ad Design?

Designing is all about creative idea and creative idea is solely dependent upon the clear understanding of a project's goal. Once the project is clear, one needs to do a little market research to understand the behavior of potential customers.

Punchline, eye-catching heading, succinct content body, and relevant image (if any required) must be figured out in advance. If you have all equipment ready with you, you can develop a creative design.

Strategy of Creative Design

A clear-cut idea and a well-defined strategy are the integral parts of a creative design. Strategy includes some of the essential components such as –

Simplicity – Try to keep the layout simple. Put large pictures on top, headline beneath that, content body in the middle, while logo and address on the right side at the bottom.

Balance – To focus on some points, you need to create a symmetry in design. The key part of creative designing is to organize all elements including images, blocks, headlines, content body, and illustration so that they seem balanced.

Proportion – The size and color of all graphic elements must be determined by their significance and surroundings of the illustration. For example, important idea, image, or design must be larger, brighter, and bolder so that it appears distinct from other elements (as shown in the image given below).

Unity – First find out the focal point of the ad where you want people to focus. Once done, highlight it as a central point by dimming the surrounding and background design and color. One point to always keep in mind is that all elements of your design - the visual language and presentation should be in unity.

Contrast - Create contrast so that it can grab people's attention. For example, among a bunch of mango, an apple grabs attention.

Consistency - Maintain the consistency. Page to page consistency is indispensable for an eye-catching ad. It helps people understand the meaning of different elements of an ad.

Photo Design - Generally, photo attracts people first. Selection of a good photograph and placing it smartly in an ad is another smart way to grab people's attention (see the image below).

Proximity - Proximity is one of the most significant elements of creative design. It compels people to think on the design (ad). Therefore, designing proximity is a cerebral task. For example, remember the ad Marlboro Cigarette — the mythical man, a combination of cigarette, horse, cowboy, and rustic image of the Old West. The ad was an instant hit.

Color Design - Selection of color is also a very important task. Normally, black and white is boring, but some ads demand only black and white colors. Ads that require to be colorful need to be designed very carefully maintaining the consistency and proportion. Excessive use of colors or excessive brightness distract people's attention.

Design Checklist

Once an ad is developed, it should not be published without checking the following points -

- Does the ad illustrate all elements in a balanced form?
- Does the ad have all essential elements including, punchline/headline, logo, content, price, and balanced illustration?
- Does the ad make any false promises?
- Does the ad contain any deceptive element?
- Does the ad consist of clear, precise, and crisp presentation?

Check Your Progress

- What is creative design?
- How an advertisement is the most essential feature of a business?
- What do you understand by the 'strategy of a creative design'?
- What are the points that you need to check after developing a creative design?