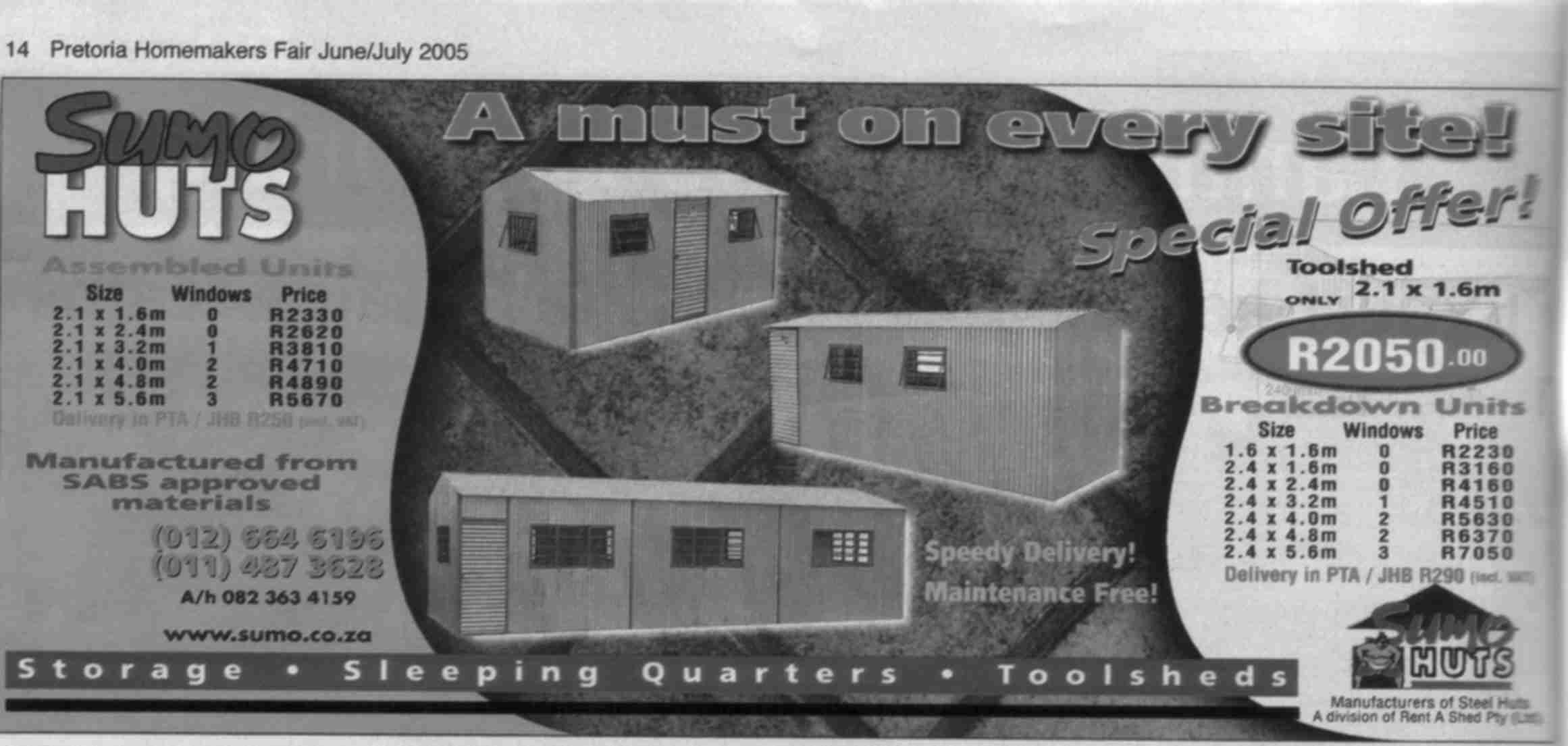
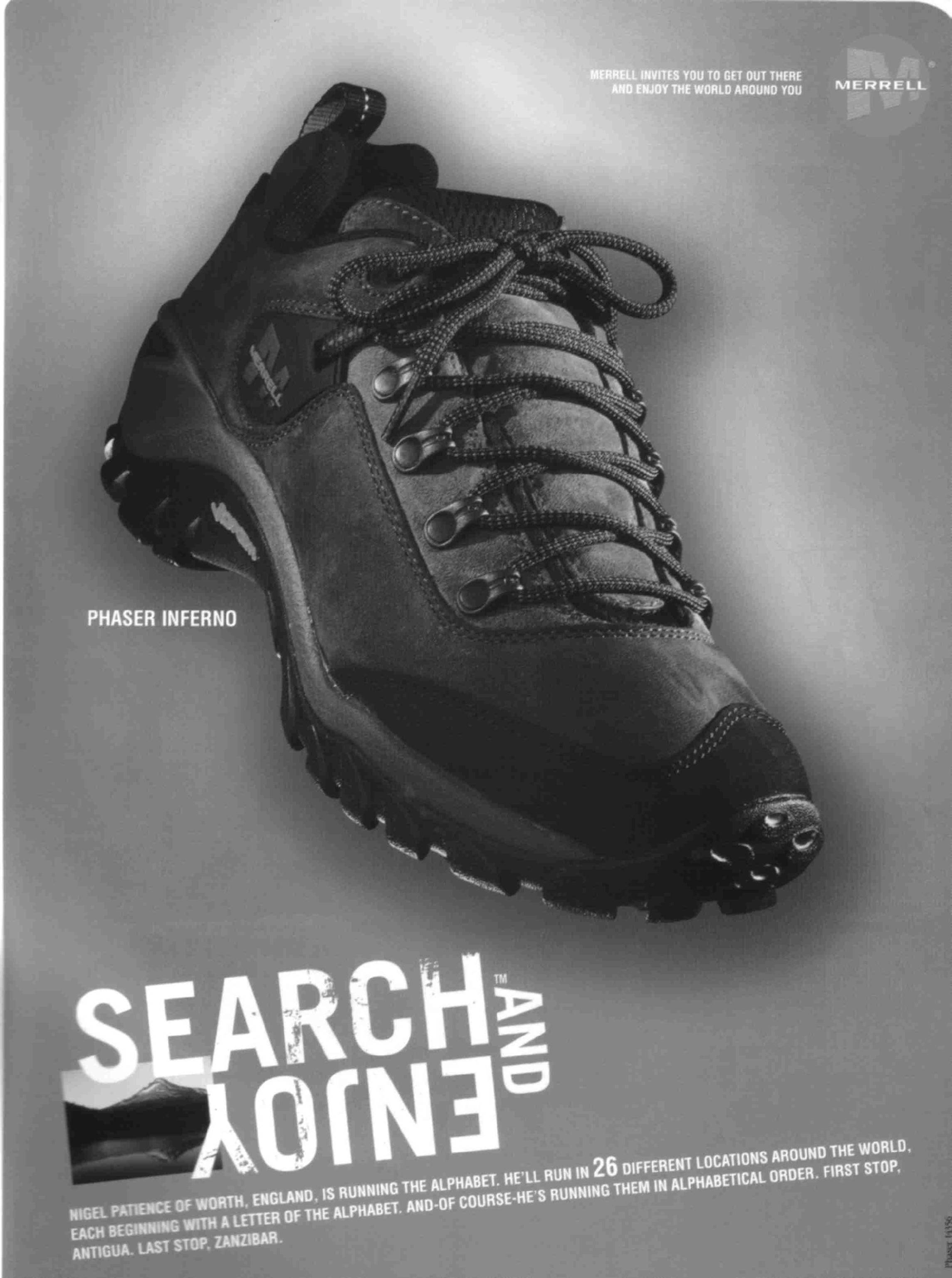
Formative assessment 2 (SO2, AC1-3)

#### Individual activities

Look at the advertisements and answer the following questions about them:

|  |
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| What is being advertised? |
|  |
| What was the first thing you noticed? |
|  |
| How did they make use of font types and sizes to make key points stand out? |
|  |
| Is the layout of the page done in a way that is interesting and gets your attention? Why do you think so? |
|  |
|  |
| Was it easy to understand the message? Why do you think so? |
|  |
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| What is being advertised? |
|  |
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|  |
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| Was it easy to understand the message? Why do you think so? |
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