

EXPLORING THE COOL FACTOR

at the Tempe Center for the Arts

Name: _____



Fender® Musical Instruments advertisement for 50th Anniversary jazzmaster



SuckerPunch Sally's custom shop advertisement.

1. Circle the ad that you believe to be the coolest?

SuckerPunch Sally's
or
Fender Jazzmaster Concert

2. Complete the following sentence: *The ad I chose is "cool" because...*

3. Circle the focal point in the ad you chose.

4. Circle the way/s the focal point stand out in the design.

Subject Matter	Color	Detail
Black & White Contrast		Other

5. Circle the kind of balance used in the design.

Bilateral Symmetry Quadrilateral Symmetry

Radial Symmetry Asymmetrical Balance

6. On the back of this paper, sketch your own version of the ad you chose. Use one or more similar elements, but change it by using a different type of balance.