**BUSINESS PRINCIPLES**

Bellwork: Creating a “billboard” for The BookMark

**Task**: Search the phrase “example of a business billboard” in Google images. Answer the questions after looking through the results you’ve found.

1. Name three adjectives that describes most of the billboards you saw in the search:
2. What elements do you see in a billboard? Elements are characteristics of the billboard such as colors, images, etc.
3. How much text or words does a billboard have?
4. How much imagery or pictures does a billboard contain?
5. Where are billboards usually placed to be effective advertising. Name two places.
6. List the best locations for your BookMark billboard to be placed.