Question: The organizers of a Toronto Street festival have asked you to design a half-page newspaper ad that will run the next four Saturdays in The Globe and Mail. You have all the details regarding theme, entertainment, dates, and location, etc., but you are not familiar with this street festival. What information will you need to gather before you begin to design the ad

Answer:

Other than the information and details I am familiar with; I would get the information for:

1. Target audience: Knowing the target audience will help me create an ad that resonates with them and encourage them to attend the festival.
2. Sponsors and partners: If the festival has any sponsors or partners, I will need to know their names so that I can include them in the ad.
3. Contact information: I will need to know the festival's website, social media handles, and contact information so that I can include them in the ad for the readers to know how to reach the festival.
4. Any other details that might be useful to include in the ad such as ticket prices, etc.

Overall, gathering all this information will allow me to create an ad that is informative, visually appealing, and encourages readers to attend the festival.