Visual hierarchy – the order of elements placement in terms of importance.

Priorities could vary due to age groups.

Don’t use gradients in coloring unless it’s so necessary and you understand how to use it well.

Understand your audience.

Create an advertisement:

A5 – landscape/portrait

Full color-use wisely

Clear message

Great hierarchy/clear

Modify images in Photoshop if possible.

Research on how the product is usually advertised.