

## Your Visit to Canada's Capital!



### Capital Ad Agency — Self-Evaluation Checklist

Overall	Yes	No
Our poster has one clear main message.		
Text	Yes	No
We have used proper capitalization in text, titles and proper names.		
We have used proper punctuation.		
We have checked spelling and fixed words that don't look right.		
We have checked grammar and fixed sentences that don't sound right.		
Design	Yes	No
We have chosen design elements (backgrounds, fonts, colours) that are appealing to our target audience.		
Content	Yes	No
We have chosen photographs, video and audio that convey our main message.		
We have written our text with our target audience in mind.		
We have included a variety of attractions, events and activities that are appealing to our target audience.		



Canadian  
Heritage

Patrimoine  
canadien

Canada