



Curso de Creación de Anuncios Publicitarios en Photoshop

Objetivo general

Al completar el curso de Creación de Anuncios Publicitarios en Photoshop, los estudiantes estarán capacitados para comprender los principios fundamentales del comportamiento del consumidor y aplicarlos en el diseño de anuncios publicitarios efectivos. Además, dominarán las herramientas y técnicas avanzadas de Adobe Photoshop para crear anuncios atractivos y persuasivos que generen un impacto positivo en su audiencia objetivo.



¿Qué **vendo** y
que deseo
comunicar ?



Reducir el miedo - Evitar



Un anuncio
debe generar



Los **5** niveles de
conciencia de tu cliente
potencial.



Elementos imperdibles de un anuncio

Espiar a la competencia



Reglas de **composición publicitaria**



Punto Focal sólido



Imagen
mejor que mil
palabras

L'ORÉAL
PARIS

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YOUR LIPSTICK**

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VINOS Y LICORES

3x2



AL 22 DE JUNIO DE 2020. APLICAN RESTRICCIONES. COMPRA 2 Y LLÉVATE EL TERCERO DE IGUAL O MENOR PRECIO GRATIS.
EVITA EL EXCESO. EXCEPTO CASA MADERO, LINEA JUQUETTE Y CERVEZAS. NO APLICA EN MEXICALI, MOGALES,
DURANGO, ENSENADA, SONORA, YUCATÁN, CHIHUAHUA, VILLAHERMOSA, POZA RICA, JALAPA Y CIUDAD DEL CARMEN.

A decorative vertical line on the left side of the slide, consisting of a short yellow segment at the top and a longer white segment extending downwards.

Regla de los tercios



CHANEL

INTRODUCING
SUMMER 2008
MAKEUP COLLECTION



**PERFECTION
LUMIÈRE**

› IL COMPLICE IDEALE PER UN COLORITO ZERO DIFETTI

Líneas guías



L'ORÉAL
PARIS

¿Y TÚ YA
PROBASTE EL
SÉRUM

#1

DE MÉXICO Y
DEL MUNDO?

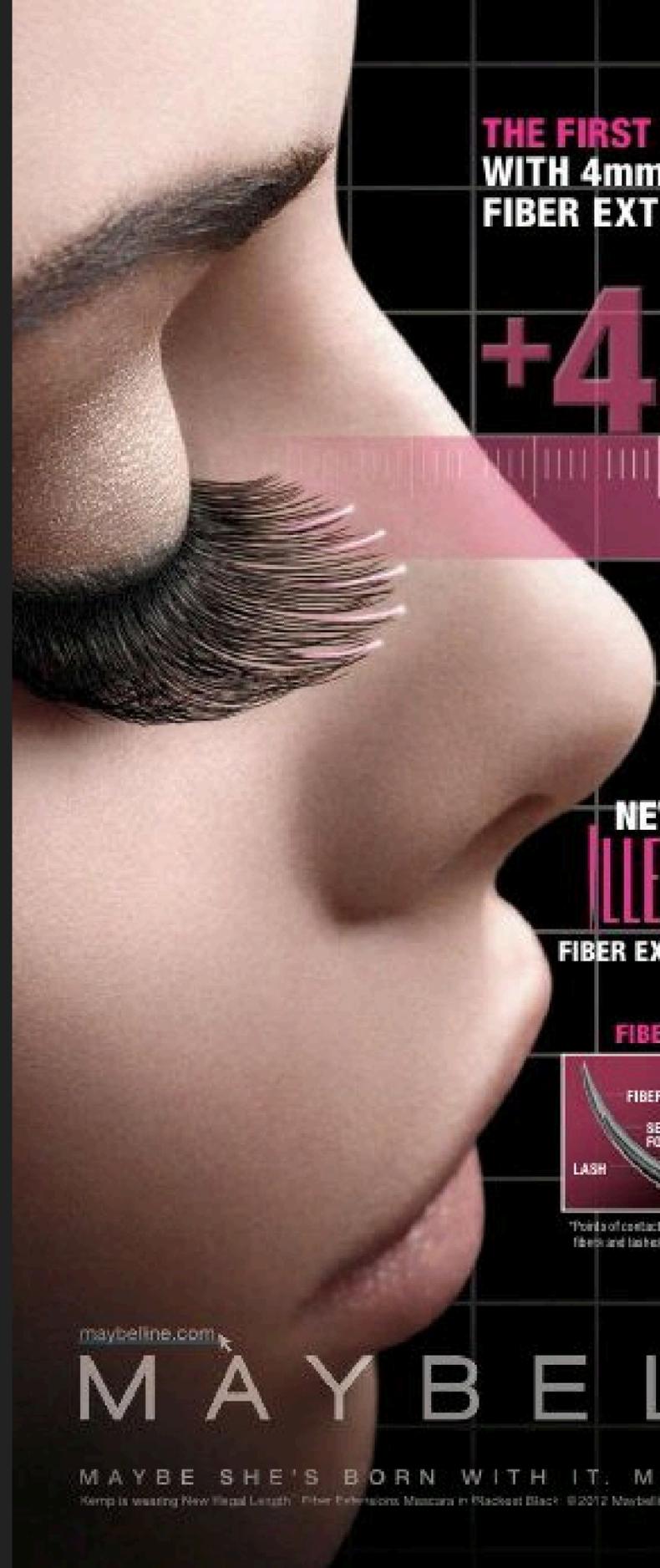
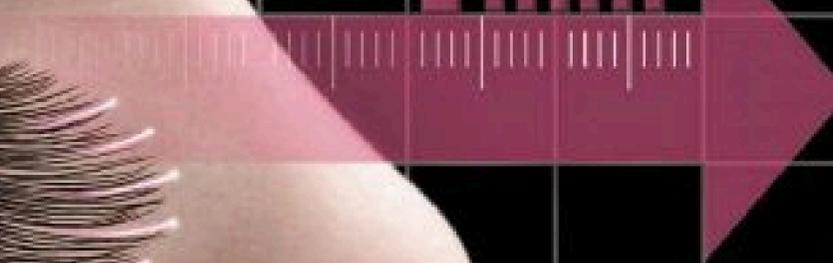
REVITALIFT
ÁCIDO HIALURÓNICO

Fuente: NielsenIQ RMS en la Categoría de Cuidado Facial Femenino Serums anti signos de la edad, mercado total minorista.
Datos de marzo 2020 a febrero 2021 en 24 países. NielsenIQ (Derechos Reservados).



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*Point of contact between fibers and lashes will vary.

maybelline.com

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NEW YORK

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE!

*Kemp is wearing New Illegal Length™ Fiber Extensions Mascara in Blackest Black. ©2012 Maybelline LLC.

Elementos

complementarios

NUEVA

ORIGINAL MEX

— LINEA —
SIGNATURE
— BY McDONALD'S —



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Contraste



FUN



R U N F O R Y O U R L I F E

RUN SHOES



01/2024

01/2024

01/2024

Dior HOMME

I'M YOUR MAN

LE NOUVEAU PARFUM





Espacio en blanco



متخليش النوم بطل حكاية كل يوم NESCAFÉ.

¿y tú
qué
harías
por ellas?



Be a pilot, not
a driver



Alineación de elementos

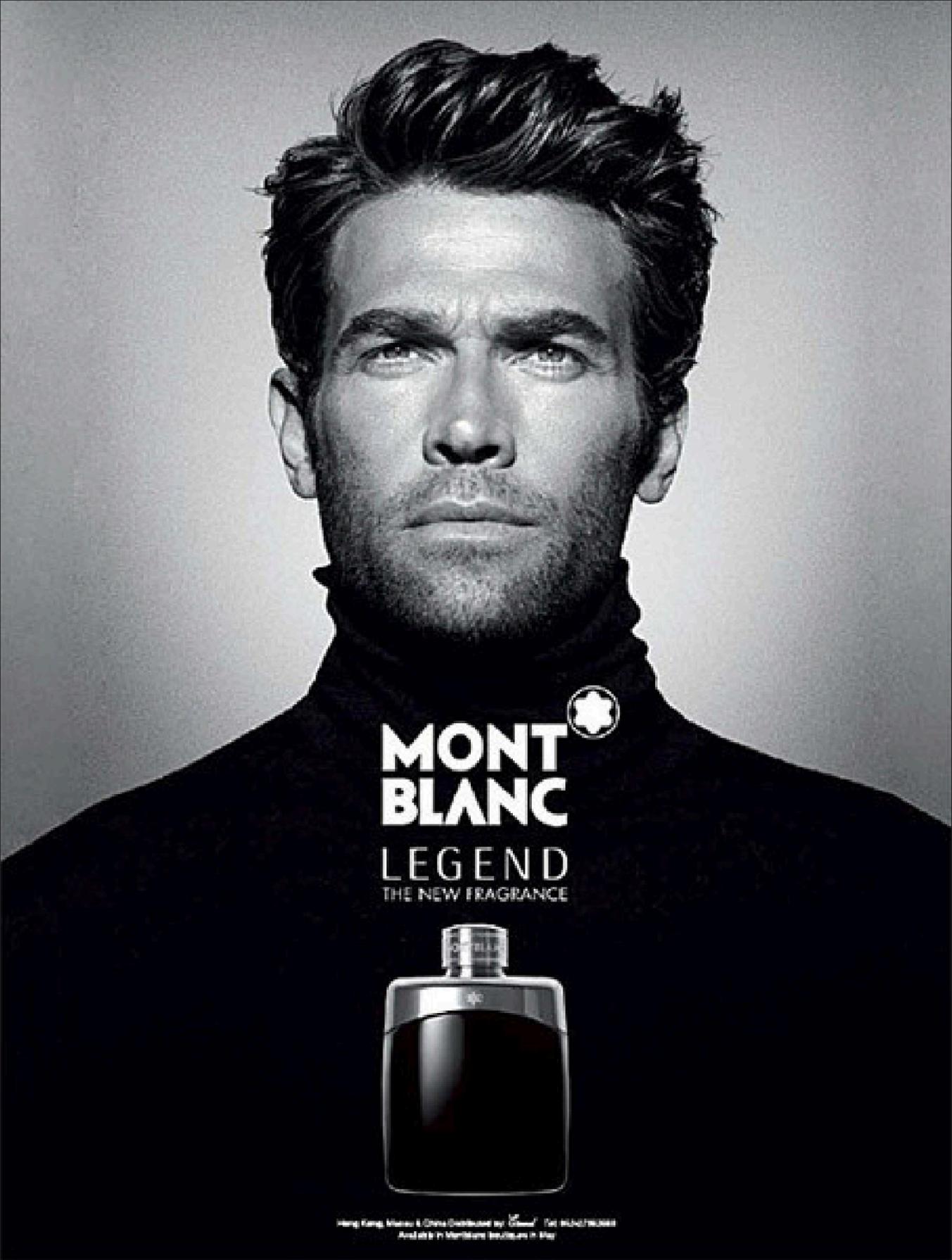




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THE LAB.
PROVEN ON
THE FIELD.**

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Diseño
coherente



MÚSCULOS FUERTES
CON LA
PROTEÍNA
DE LALA



ALIMENTATE SANAMENTE

+ SÚMALE UN VASO DE **LALA** A TU DÍA

B BARCEL



Takis
LOS CREADORES
DE FUEGO

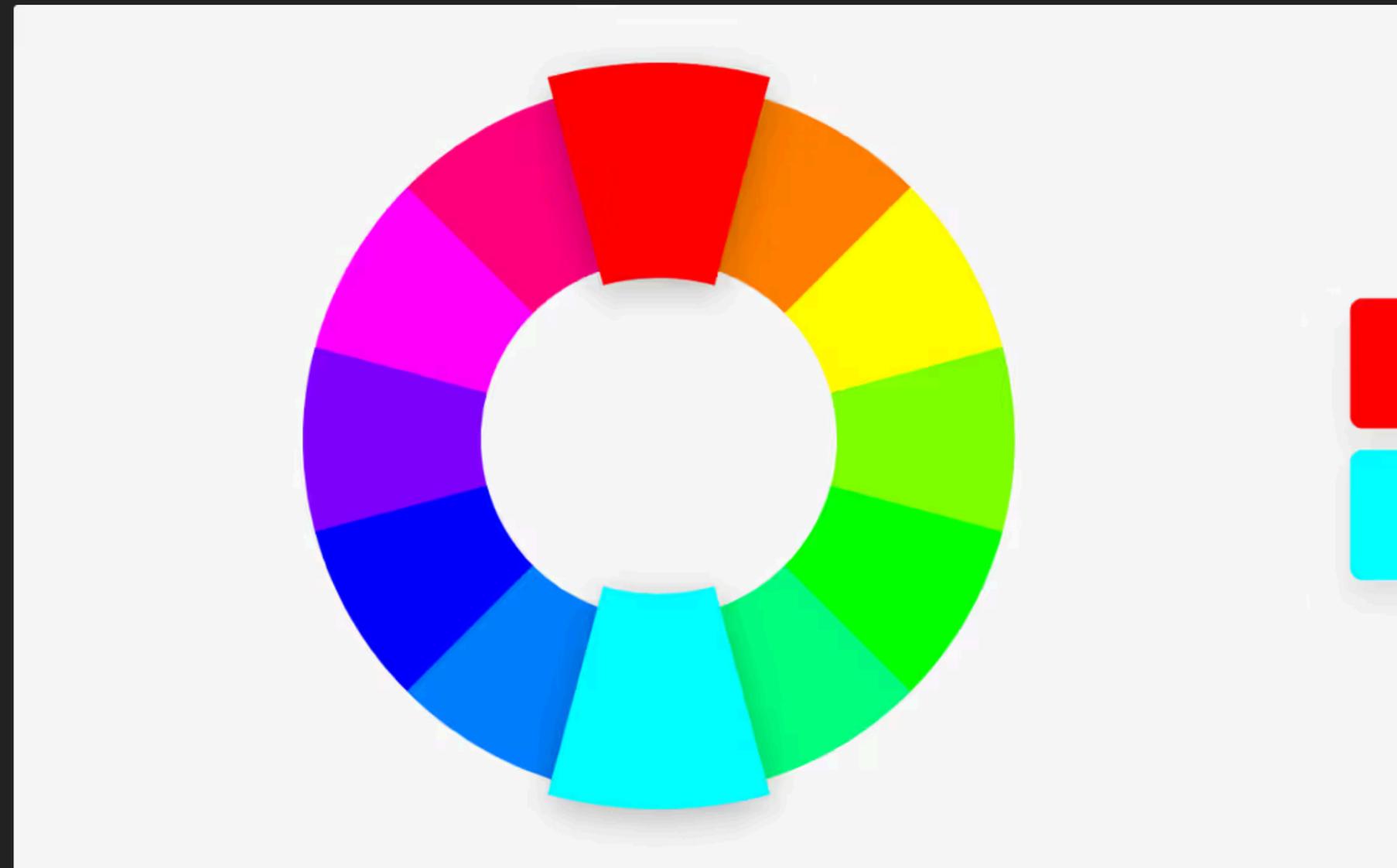
COME BIEN.

El poder del
COLOR

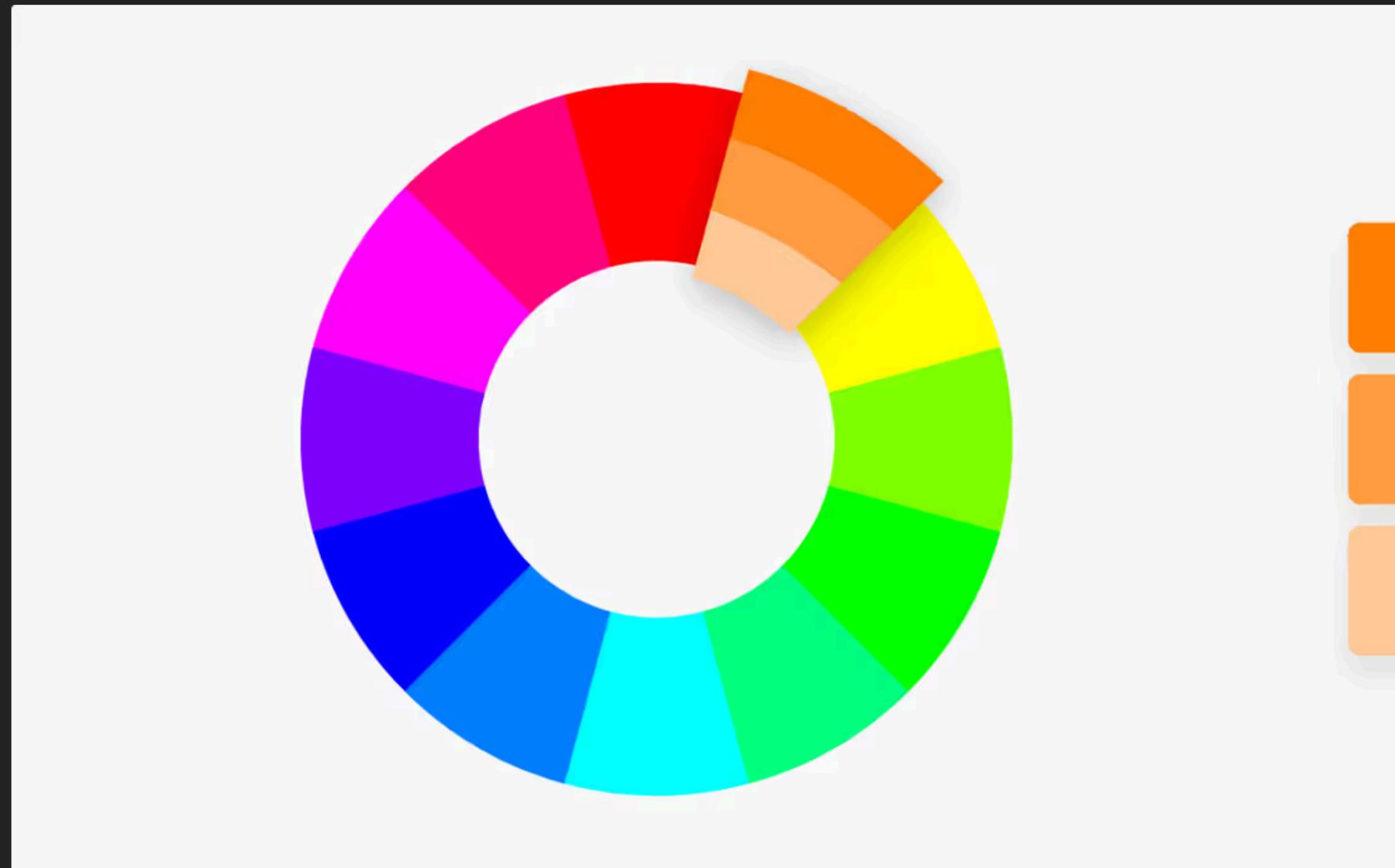




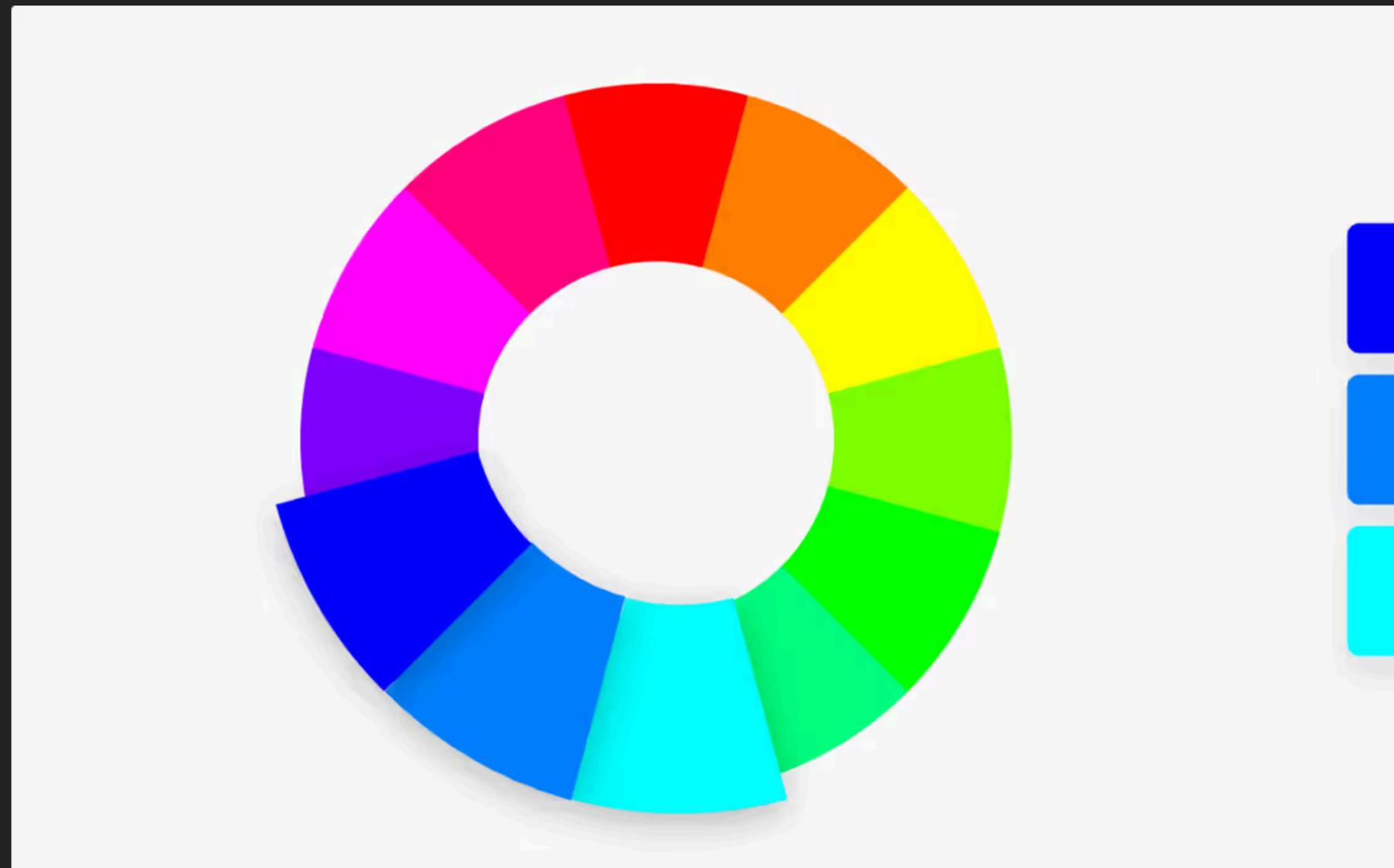
Complementarios



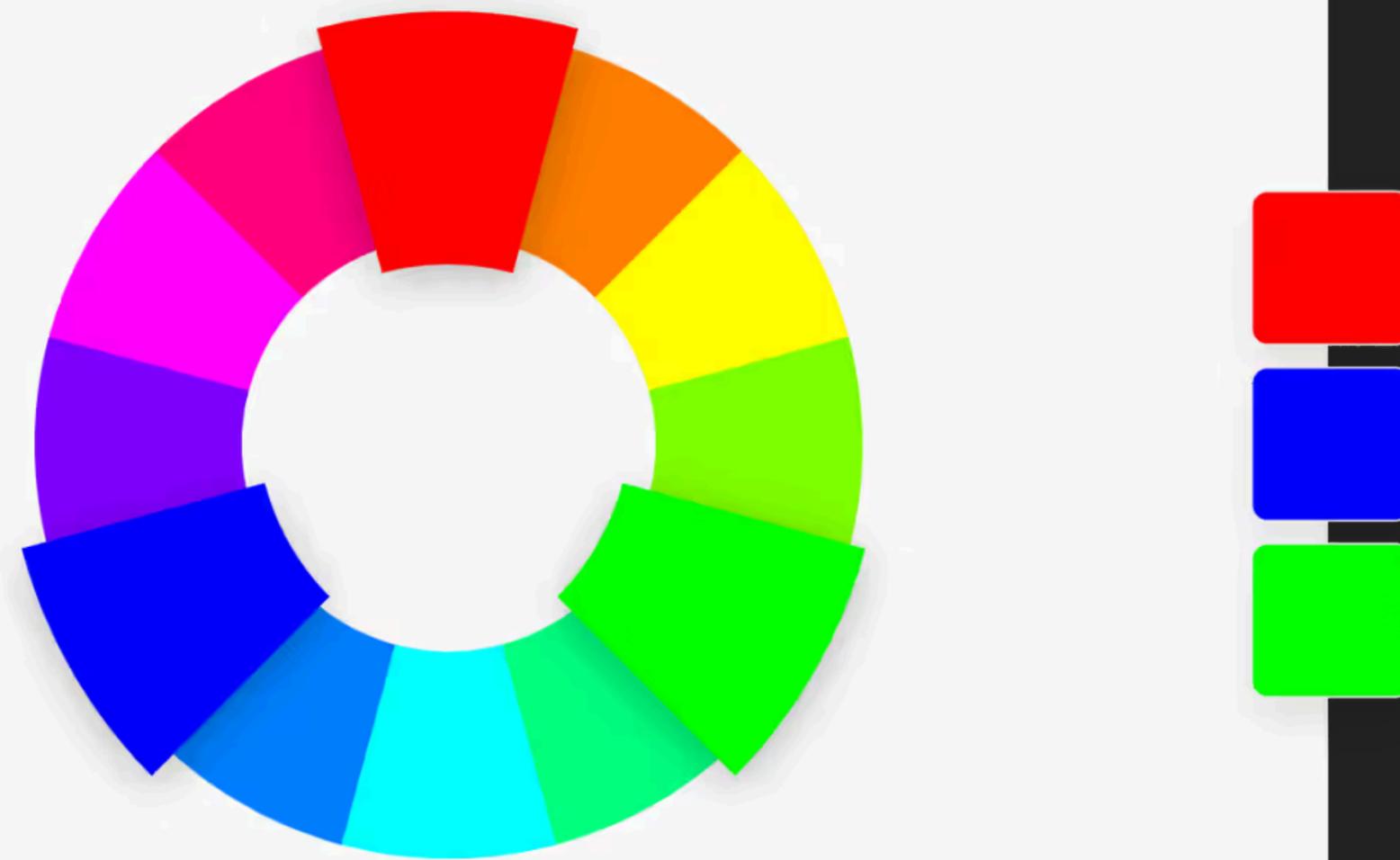
Monocromático



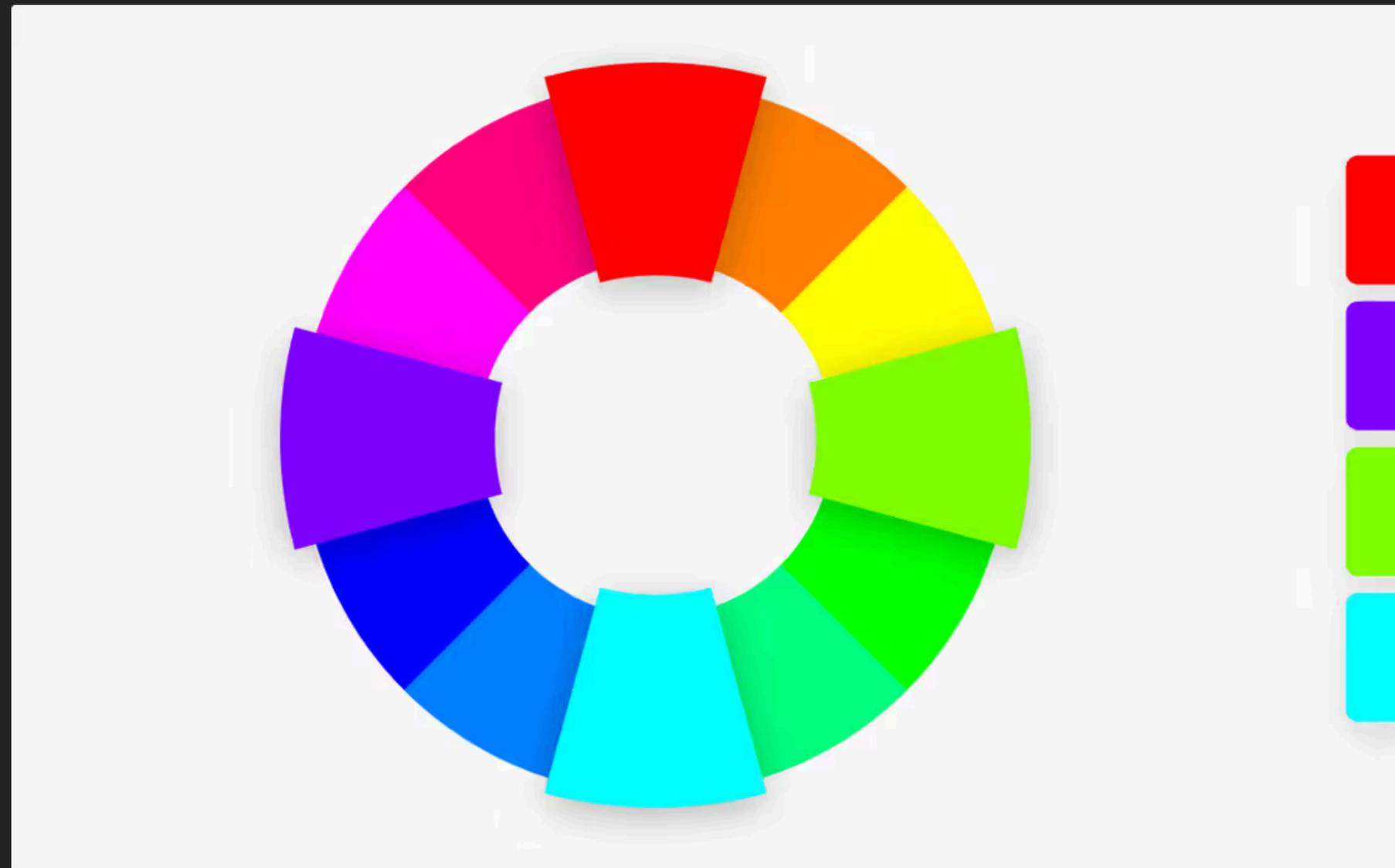
Análogo



Triádico



Tetrádico



Bibliografía recomendada:

1. "Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain" by Patrick Renvoise and Christophe Morin.
2. "Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing" by Roger Dooley.
3. "Buyology: Truth and Lies About Why We Buy" by Martin Lindstrom.
4. "Hooked: How to Build Habit-Forming Products" by Nir Eyal.
5. "Predictably Irrational: The Hidden Forces That Shape Our Decisions" by Dan Ariely.
6. Adobe Photoshop Classroom in a Book (2023 Release) by Andrew Faulkner, Conrad Chavez