

Unit 2

Name:

Date:

2-4: Advertisement

Design an advertisement using the steps on page 103 of *Literacy in Action 5A*.

1. Choose one of the following products

- a running shoe that ties itself
- an un-spillable glass
- jeans that don't get dirty
- a book that reads itself to its reader
- a ball with a beacon in it so it can't be lost

2. My target audience is.... (/1 mark)

3. Use advertising techniques from page 67 in *Literacy in Action 5A*. I will use this/these advertising techniques in my advertisement. (/1 mark)

4. I will use these colours _____ because.... (/1 mark)

You may draw your own advertisement, take a picture of it and submit it to your teacher. You may construct your advertisement below, or you may design it using a website of your choice.

Advertisement Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Content /5	<ul style="list-style-type: none">• I developed <i>insightful</i> ideas and images with a <i>perceptive</i> message.• I used <i>effective</i> advertising techniques to reach my target audience.• I used <i>precise</i> details to sell my product.	<ul style="list-style-type: none">• I developed <i>thoughtful</i> ideas and images with a <i>reasonable</i> message.• I used <i>reasonable</i> advertising techniques to reach my target audience.• I used <i>logical</i> details to sell my product.	<ul style="list-style-type: none">• I developed <i>appropriate</i> ideas and images with a <i>basic</i> message.• I used <i>basic</i> advertising techniques to reach my target audience.• I used <i>general</i> details to sell my product.	<ul style="list-style-type: none">• I <i>underdeveloped</i> <i>superficial</i> ideas and images with a <i>limited</i> message.• I used <i>ineffective</i> advertising techniques to reach my target audience.• I used <i>vague</i> details to sell my product.
Presentation /5	<ul style="list-style-type: none">• I communicated <i>effectively</i> with <i>precise, memorable</i> words and <i>no</i> errors.	<ul style="list-style-type: none">• I communicated <i>thoughtfully</i> with <i>reasonable, strong</i> words and <i>few</i> errors.	<ul style="list-style-type: none">• I communicated <i>clearly</i> with <i>clear, basic</i> words and <i>some</i> errors.	<ul style="list-style-type: none">• I communicated <i>ineffectively</i> with <i>unclear, imprecise</i> words and <i>many</i> errors.
Insufficient	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement.			
Total: /10				
Assessment	Areas of Strength:			
	Target for Improvement:			

Overall Total: /10

Advertisement

5. Write a 15-line script for a brief commercial. Before you write your script, identify your actors.

Script Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Content /5	<ul style="list-style-type: none">• I developed <i>insightful</i> ideas with a <i>perceptive</i> message.• I used <i>precise</i> details.	<ul style="list-style-type: none">• I developed <i>thoughtful</i> ideas with a <i>reasonable</i> message.• I used <i>logical</i> details.	<ul style="list-style-type: none">• I developed <i>appropriate</i> ideas with a <i>basic</i> message.• I used <i>general</i> details.	<ul style="list-style-type: none">• I <i>underdeveloped</i> <i>superficial</i> ideas with a <i>limited</i> message.• I used <i>vague</i> details.
Presentation /5	<ul style="list-style-type: none">• I communicated <i>effectively</i> with <i>precise, well-written</i> sentences, stage notes and <i>no</i> errors.	<ul style="list-style-type: none">• I communicated <i>thoughtfully</i> with <i>reasonable, varied</i> sentences, stage notes, and <i>few</i> errors.	<ul style="list-style-type: none">• I communicated <i>clearly</i> with <i>clear</i> sentences, stage notes, and <i>some</i> errors.	<ul style="list-style-type: none">• I communicated <i>ineffectively</i> with <i>unclear, unvaried</i> sentences, stage notes, and <i>many</i> errors.
Insufficient	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement.			
Total: /10				
Assessment	Areas of Strength:			
	Target for Improvement:			

- (Use brackets and italics to identify your stage notes)

Script

You may choose to submit a dramatic reading of your script. Leave a voicemail on your teacher's phone, or submit a digital recording.

Total of Section 1: /23 marks

Section 2: Essential Question

6. How do advertisements influence people? Consider words, colour, information, placement?

Essential Question Rubric

Criteria	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
Content /5	<ul style="list-style-type: none">• I developed <i>insightful</i> ideas about how advertisements influence people.• I used <i>precise</i> details and examples to support my ideas.	<ul style="list-style-type: none">• I developed <i>thoughtful</i> ideas about how advertisements influence people.• I used <i>logical</i> details and examples to support my ideas.	<ul style="list-style-type: none">• I developed <i>appropriate</i> ideas about how advertisements influence people.• I used <i>general</i> details and examples to support my ideas.	<ul style="list-style-type: none">• I <i>underdeveloped</i> <i>superficial</i> ideas about how advertisements influence people.• I used <i>vague</i> details and examples to support my ideas.
Presentation /5	<ul style="list-style-type: none">• I communicated <i>effectively</i> with <i>no</i> errors.	<ul style="list-style-type: none">• I communicated <i>thoughtfully</i> with <i>few</i> errors.	<ul style="list-style-type: none">• I communicated <i>clearly</i> with <i>some</i> errors.	<ul style="list-style-type: none">• I communicated <i>ineffectively</i> with <i>many</i> errors.
Insufficient	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement.			
Total: /10				
Assessment	Areas of Strength:			
	Target for Improvement:			

7. Why do businesses and organizations advertise? (/1 mark)

8. What are two ways media or advertisers try to influence you? (/2 marks)

9. How does media present a point of view about a person, event, or idea? (/2 marks)

Total of Section 2: /15 marks

Overall Total: /38 marks



Save Your File

Name your file in this format: jsmithla5_2-4-ad and save your file to your Notebook Folder