Unit 1 Name:

Date:

1-3 Reader’s Response: Advertisements

Section 1: Planning an Advertisement

Complete the following graphic organizer to help you plan your advertisement. Fill in as many of the blank spaces in each section as you can.

Topic

|  |  |
| --- | --- |
| * What key idea will your poster be about?
 |  |
|  |
|  |
|  |
| * What feeling or mood do you want your poster to reflect? What colours will you use?
 |  |
|  |
|  |
|  |
| * What persuasive technique will you use? (Bandwagon, Glitter generalities etc.)
 |  |
|  |
|  |
|  |

Target Audience

|  |  |
| --- | --- |
| * Who will be the target audience for your ad? Parents? Students? Volunteers? Others?
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|  |
|  |
|  |
| * What do you want your audience to think or do?
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|  |
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|  |

Words

|  |  |
| --- | --- |
| * What slogan will you use for your ad?
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|  |
|  |
| * What descriptive words will you use to appeal to your target audience?
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|  |
|  |

Images

To insert images, click on a pale grey box, browse to the location of the image, select the image you want, then click *Open*.

|  |  |
| --- | --- |
| * What images will help communicate your ideas?
 |  |
|  |
|  |
|  |
| * What key detail will be the focus of the image?
 |  |
|  |
|  |
|  |
| * What details will be in the foreground and/or background?
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|  |
|  |
|  |

Review the information you wrote and put a check mark beside the ideas and images you want to include in your ad.

Total of Section 1: /5 marks

Section 2: Construct an Advertisement

Construct your advertisement. Include a picture of it below, or submit it in a separate document.

|  |
| --- |
|  |

|  |
| --- |
| Advertisement Rubric |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | Excellent5 | Proficient4 | Satisfactory3 | Limited2 |
| **Content /5** | * I demonstrated *thorough* knowledge of various elements of advertising.
 | * I demonstrated *logical* knowledge of various elements of advertising.
 | * I demonstrated *basic* knowledge of various elements of advertising.
 | * I demonstrated *limited* knowledge of various elements of advertising.
 |
| **Conventions /5** | * I used advertising conventions *expertly* to appeal my target audience*.*
 | * I used advertising conventions *reasonably* to appeal my target audience*.*
 | * I used advertising conventions *generally* to appeal my target audience*.*
 | * I used advertising conventions *with limited understanding* to appeal my target audience*.*
 |
| **Insufficient** | Your attempt to respond is *insufficient*. **Contact your teacher** to discuss suggestions for improvement. |
| **Total: /10** |
| **Assessment** | **Areas of Strength:** |
| **Target for Improvement:** |

Total of Section 2: /10 marks

Overall Total: /15 marks

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**Save Your File**

Name your file in this format: jsmith\_plan&ad and save your file to your Documents folder.