

# 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

<ul style="list-style-type: none"><li>What key idea will your poster be about?</li></ul>	
<ul style="list-style-type: none"><li>What feeling or mood do you want your poster to reflect? What colours will you use?</li></ul>	
<ul style="list-style-type: none"><li>What persuasive technique will you use? (Bandwagon, Glitter generalities etc.)</li></ul>	

#### Target Audience

<ul style="list-style-type: none"><li>Who will be the target audience for your ad? Parents? Students? Volunteers? Others?</li></ul>	
<ul style="list-style-type: none"><li>What do you want your</li></ul>	

audience to think or do?	

## Words

<ul style="list-style-type: none"> <li>What slogan will you use for your ad?</li> </ul>	
<ul style="list-style-type: none"> <li>What descriptive words will you use to appeal to your target audience?</li> </ul>	

## 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*.

<ul style="list-style-type: none"> <li>What images will help communicate your ideas?</li> </ul>	
<ul style="list-style-type: none"> <li>What key detail will be the focus of the image?</li> </ul>	
<ul style="list-style-type: none"> <li>What details will be in the foreground and/or background?</li> </ul>	

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	Excellent 5	Proficient 4	Satisfactory 3	Limited 2
<b>Content /5</b>	• I demonstrated <i>thorough</i> knowledge of various elements of advertising.	• I demonstrated <i>logical</i> knowledge of various elements of advertising.	• I demonstrated <i>basic</i> knowledge of various elements of advertising.	• I demonstrated <i>limited</i> knowledge of various elements of advertising.
<b>Conventions /5</b>	• I used advertising conventions <i>expertly</i> to appeal my target audience.	• I used advertising conventions <i>reasonably</i> to appeal my target audience.	• I used advertising conventions <i>generally</i> to appeal my target audience.	• I used advertising conventions <i>with limited understanding</i> to appeal my target audience.
<b>Insufficient</b>	Your attempt to respond is <i>insufficient</i> . <b>Contact your teacher</b> to discuss suggestions for improvement.			
<b>Total: /10</b>				
<b>Assessment</b>	<b>Areas of Strength:</b>			
	<b>Target for Improvement:</b>			

Total of Section 2: /10 marks

Overall Total: /15 marks



### Save Your File

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