

Name: _____

Grades: 6-8

Date: _____

Designing an Advertisement

Learning Objectives

After this activity, students will be able to:

- Identify the different techniques of advertising
- Explain the purpose of persuasive writing.
- Identify components of a successful advertisement.
- Work in a group in collaboration to create a persuasive advertisement with guidance and independently.

Task Description: Students will analyse an advertisement and then will create their own advertisement for a new product.

Advertising Assessment Rubric

Standards	EXCELLENT - 4	GOOD - 3	SATISFACTORY - 2	NEEDS IMPROVEMENT - 1
Originality	The project shows significant evidence of originality. The majority of the content and many of the ideas are fresh, original, and inventive.	The project shows some evidence of originality and inventiveness. There is significant evidence of fresh and innovative ideas	The work is an extensive collection and rehash of other people's ideas, products, and images. There is little evidence of new thought or inventiveness.	The work is a minimal collection or rehash of other people's ideas, products, and images. There is no evidence of new thought.
Writing	The writing is legible, clear, and grammatically correct. The writing entices the consumer.	The writing is legible and clear with few grammatical errors. The writing entices the consumer.	The writing is mostly legible and clear with some grammatical errors. The writing is somewhat enticing.	The writing is illegible and/or unclear. The writing is unenticing or full of grammatical errors.
Presentation Format	The advertisement is an aesthetically pleasing, creative, and original example of the chosen format.	The advertisement is aesthetically pleasing/creative/or original and a good example of the chosen format.	The advertising is pleasing and is a satisfactory example of the chosen format.	The advertisement is unoriginal and is not an example of the chosen format.
Advertising Technique	The advertisement uses the chosen advertising technique creatively and well.	The advertisement is a good example of the use of the advertising technique.	The advertisement uses the advertising technique satisfactorily, but not creatively.	The chosen advertising technique is not followed or no advertising technique exists.

Task1: Analysing an Advert

Instructions: read the table below about **the advertising techniques**. It will help you decide on the type of advertisement used in the video. Look at the following advertisement and answer the questions.

Ask yourself		Type of advert
Is the product or service promoted in a funny way?	Yes	Humor
Is the product or service promoted by a famous person?	Yes	Celebrity endorsement
Is the product or service promoted by a user	Yes	Personal testimonial
Will the product or service enhance your image? Does it look cool or pretty?	Yes	Image
Is the product or service promoted by of high quality?	Yes	Product quality
Is there a special sale or timed offer advertised?	Yes	Sale
		Other

Watch the advert:

Answer the questions below:

1. What product or service is being advertised?
2. What of the above advertising techniques are used?
3. What is the message of the advert?
4. What catches your attention the most in the advert?
5. What is the thing you would like to change in the advert?
6. Do you think you may purchase the product or service? Why?

Task 2: Designing an Advert

Length: 1 week

Instructions: Students will design their own advertisements. Three students will be empowered by the teacher to select their respective team members. Three teams will be created who will discuss, create and present their product or service advertisement.

Students will follow the below instructions.

Student instruction:

- students will study the advertising techniques and use them to create a persuasive advert for a new product.
- **Advert designing process:**
 - o Think of an innovative product you would like to promote.
 - o Choose a logo and a slogan.
 - o Select the advertising techniques to create a persuasive advert.
 - o Present a short description.
 - o Design artwork.
 - o Be creative. Avoid copying other work.

Before the project kick-off:

- Students will work in teams (of 4-5 students).
- Each team will meet on the LMS discussion board to reflect on: a. the process of creating and presenting an advertisement, and b. how advertising techniques are employed to help create persuasive advert.
- Word hunt: Students go to the <https://www.mentimeter.com> link provided by the teacher to input words that come to mind when they think about a creative, innovative product.

During the project:

- Student members in each team will allocate tasks to members. A team leader will be elected by the team to supervise all the stages. Tasks include:
 - Team leader
 - Writer
 - Presenter
 - Advisors
 - Other

After the project:

- **Student reflection:** Having presented their advertisements, Students then meet to vote for the most convincing advertisement, using LMS poll.
- **Project assessment:** assessment of the advertisement will follow the Advertising Assessment Rubric.
- **Self-assessment:** using menti.com or LMS poll, students will vote on the best advertisement. Evaluation will be based on four main points: **originality, writing, presentational format, and advertising technique.**