Name: Class ID: Class Hour:

Communication Test – Project TV Ad

**Directions**: Pick a partner. You and your partner will pick a snack product from the school store. Everyone should have a different product. It must be approved by your instructor. Check the TV in commons. What do we sell that does not have a TV ad?

Product Selected Instructor Initials

**Read the article:** How to create an advertisement. The link is on my webpage. Read Part 2 of 3, Steps 1 – 6 and answer the following:

1. Scroll to part 2 of the article “Come up with a Catchy, snappy Tagline”. Summarize in sentence format, the first step about taglines.
2. Apply what you learned and draft some ideas of a tagline for the product you selected.
3. Read step two, what did you learn about making it memorable for your viewers?
4. From step three, what are some ways you learned that you can persuade the audience?
5. Step 4, Who is your customer? From what you learned about knowing your customer, brainstorm and come up with some ideas below on how you could design your ad for your product for our customer (our students)?
6. Think about your product and brainstorm on how you can “**Find a way to connect the desires of consumers to what you're advertising**” as described in step 5. Brainstorm and come up with some ideas in the space below on how you can do this.
7. From step 6, what are relevant items you would include about your product (varieties, where to get, price etc.?
8. From Part 3 of the reading, read the first step “Choose a memorable image” Brainstorm and list ideas for images you will use. Download, or take a photo that you will use in PPT. If you took a photo, you need to have a way to get this photo to your drive.

**Project Directions:** Create an ad using Canva that applies the Logos, Pathos, or Ethos technique. Apply what you have learned from the questions above. Keep in mind that this will be displayed on the TV. Apply the presentation rule of dark background = light or bright text and light background = dark text so audience can see it! You will be graded on the following:

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| **Description** | **Pts** | **Your Score** |
| Create a Canva Ad (in landscape mode) that will be downloaded and saved as a jpg.   * Use a theme, color, background etc. of your choice * Select a font theme of your choice that can be easily read on TV * Remember to apply the rules of background and text color when creating your ad | **10** |  |
| Create an ad tagline.   * Create an effective ad tagline that fits what you learned from the article   + Appropriate, does not push the limit, and catches attention   + Not tasteless but tactful but can be humorous! | **15** |  |
| Use one of the three methods used – Pathos, logos, or ethos. Circle here what you used. | **5** |  |
| Know the customer.   * The design of your ad meets the audience you are trying to reach. * Your ad is specific, CREATIVE, attractive * Your ad catches the customer’s attention and is able to be displayed on the Commons TV | **15** |  |
| Relevant information about the product is included?   * No irrelevant info used. Included retail price, where to buy, and flavor options if necessary | **15** |  |
| Include at least one picture of your product – 5 Bonus points if you Create a real live mockup using students, staff, administration to create your scene and take a photo to use. | **5** |  |
| Spell check your ad | **10** |  |
| Save your Ad in Canva, send it to teacher in the Management class in Canva  Download it as a jpg and attach and turn it into google classroom. | **5** |  |
| **TOTAL POSSIBLE POINTS:** | **80** |  |