

Consumerism & Advertisement Project

Group Leader: _____

Group Members: _____

Project Checklist:

- ☐ Completed project worksheet (one for the group)
- ☐ Individual design/advertisement sketches to brainstorm (on copy paper- one per student)
- ☐ Completed reflection sheet (please read the directions!)
- ☐ Staple completed project worksheet, advertisement sketches, and reflection together and submit on presentation day (make sure your name is on each!)
- ☐ Final group advertisement billboard (on poster or construction paper)-
ALL TEXT MUST BE TYPED! Please refer to the rubric for specific expectations for each category below!
 - ☐ Headline
 - ☐ Images/Graphics/Illustrations
 - ☐ Selling Points
 - ☐ Persuasive Techniques
 - ☐ Overall Effectiveness

This project will be worth:

- 2 Classwork Grades: Completed project worksheet and individual design sketches.
- 2 Project Grades- Final group advertisement billboard and presentation score.
- 2 IB Grades- Final group advertisement billboard and presentation score.

Directions: Your task is to make an advertisement on a product while utilizing the information we have learned in class on informative/persuasive techniques. Your final product must adhere to the rubric also handed to you with these directions.

I. Identify the topic that you would like your ad to be on. These could include, but are not limited to:

A. Social Issues (e.g. poverty, disease, equality, etc.)

B. Consumer Goods (e.g. foods, clothing, technology, etc.)

C. Services (e.g. cleaning, repairs, specialists, etc.)

II. Now that you've identified a general topic, talk with your group and narrow your idea down to a specific cause.

A. My advertisement will be about _____.

III. You are now ready to begin brainstorming about your product. As you talk with your group answer the following questions:

A. Who is your target audience?

B. What three persuasive techniques will you include in your ad?

1.

2.

3.

C. What three selling points will you include in your ad that specifically addresses your target

1.

2.

D. What images and or graphics will you include to help sell your product?

E. What is your headline? Does it speak to your target market? Why or why not?

F. Thinking ahead to the final product, do you believe your advertisement will be effective enough to convince your classmates that your product is worthy to purchase? Why or why not?

G. What are the specific roles/responsibilities you must complete to help in creating the advertisement?

Reflection for Consumerism & Advertisement Project

Directions: EACH GROUP MEMBER (GM), must answer one of the boxes. Please place your name on the line to identify the group member who completed the question.

GM: _____ Originality of Ideas: 1. How did you think outside of the box, use your imagination, think of a new idea for this project or during this project, when putting it together? (Details on what you did and why.)	1.
GM: _____ Flexibility/Adaptability: 1. How did you think of a new way to do things when you got stuck? 2. How did you recognize when other students had a good idea?	1. 2.
GM: _____ Expertise: 1. What did you learn about the importance of persuasive techniques? 2. How can you apply what you have learned to real-life situations?	1. 2.
GM: _____ Feedback: 1. What did you like about this project? 2. What did you not like about this project? 3. How would you have changed this project?	1. 2. 3.