Advertising Project

PART I: Choose your product

Working alone or in pairs, choose only one (1) of the following options:

1) You/partner will invent a product and create an advertisement for the product (NOTE: You are not required to actually make the invented product. If you would like to make the product AFTER you are done with your advertisement, you can receive extra credit)

2) You/partner will choose an existing product (ex: Pepsi) and create an advertisement

3) I will choose a product (real or imaginary) for you/partner and you will create an advertisement for the product

PART II: Target audience

- Who is this product for? (girls, boys, men, women)
- What age group uses your product? (babies, kids, tweens, teens, adults, senior citizens)
- Why does this audience NEED your product? (they will be unhappy/ugly/smelly etc. without it)

PART III: Attention

Decide how you will grab the consumer’s attention (example: “SAVE MONEY NOW!” in big, bright, yellow lettering) and the purpose of the ad.

PART IV: Layout

- What sorts of layout techniques will you use to make a creative and appealing advertisement?
- How will you use color, size, shapes, placement, etc…?
- What sorts of images will you use? (consider the hidden meaning behind certain pictures)
- Will you redesign the existing product’s logo or use what is already available? (example: McDonald’s arches)
- Will you design the product’s logo for your invented product?
- Will you come up with a new, catchy slogan or use one already in existence? (example: “I’m lovin’ it”)
- Will you invent a catchy slogan for your invented product?

PART V: Advertising tactics

- How will you appeal to the consumer? (propaganda?)
- Will you offer a promotion? (discount coupon, two-for-one deal, freebie)
- Does your product offer anything positive?
- Will your advertisement be an attack against a competitor? (Coke vs. Pepsi debate)

PART VI: Put it all together

Taking into consideration parts I-V, you will create your ad on a sheet of 12”x 18” paper. Use images clipped from magazines, printed online, taken yourself, hand drawn, etc… You can either print out lettering or write it neatly. Be creative! Plan a few rough ideas in your sketchbooks before you make your final ad if need be.

PART VII: Presentation

You and your partner will present parts I-VI to the class in a 5-minute (max) presentation.