

Student Handout: Unit 2 Lesson 4



“You Be The Ad Designer”

Suggested time: 120 Minutes

What’s important in this lesson:

In the next two classes, you will have an opportunity to design your own ad and then role-play a job interview situation in a conference with your teacher. You must be prepared to defend your design choices and demonstrate your understanding of how design elements are used in advertising. Hopefully you will be successful and land that high paying summer job!

Complete these steps:

1. Read Handout 4, “Student Interview Checklist” to see what is required for evaluation.
2. Design your own ad using Handout 1, “You Be The Ad Designer”.
3. Prepare for teacher conference/job interview by completing Handout 3, “Notes For The Interview”.
4. Conference with teacher to role-play job interview.

Hand-in the following to your teacher:

1. Your completed ad
2. “Notes For The Interview” Handout 3
3. Reflection Questions for Unit 2, Lesson 4 in your Writer’s Notebook.

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Questions for the teacher:

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You Be The Ad Designer

Your **task** is to demonstrate your understanding of the elements of design by choosing a product and creating **one ad** for **two different target audiences**. The product should be one that the two different audiences might use or buy. Use the following “**How to do it**” checklist to guide you through this assignment.

How to do it – Give yourself a check as you complete each step

- I have decided what message I want my ad to convey.
- I have used all six design elements: Visual Images, Slogan, Logo, Text, Colour, Space and Product Placement.
- I have decided on a production technique that works best for me:
 - Computer
 - Hand-drawing
 - Cut-outs from newspapers, magazines
 - A combination of any of the above
- I have chosen one of the potential products:
 - Lottery ticket
 - Cell phone
 - Public transit
 - SPCA – Adopt-A-Pet Campaign
 - Box of cereal
- I have decided that my two target audiences will be two of these:
 - 72 year old grandparent
 - 30 year old lawyer
 - teenager
 - 10 year old boy or girl
- I know my ad has to be at least 21cm by 30 cm in size

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Role-Play a Job Interview

You applied for a summer marketing job with a powerful international advertising agency and they have called you for an interview. You have already created your ad, but now in the interview you have an opportunity to explain the decisions you made in designing it. You need to get ready for your interview by preparing a point-form outline of some of your ideas.

- Task:** Prepare a point form outline for your interview.
- Audience:** The interview team for the Advertising Agency.
- Topic:** Explain the three most effective elements you have used your ad. How does each of the three elements appeal to the different target audiences?
- Length** Use the charts on the next pages to organize your ideas



Notes for the Interview

Ad _____

Target Audience #1 _____

**Put a check mark beside the three most effective design elements.
Provide explanation.**

Design Elements	Explanation: How does this reach and appeal to your target audience?
<ul style="list-style-type: none"><li data-bbox="284 898 427 930"><input type="checkbox"/> Image <li data-bbox="284 1045 440 1077"><input type="checkbox"/> Slogan <li data-bbox="284 1192 410 1224"><input type="checkbox"/> Logo <li data-bbox="284 1339 402 1371"><input type="checkbox"/> Text <li data-bbox="284 1486 440 1518"><input type="checkbox"/> Colour <li data-bbox="284 1633 427 1665"><input type="checkbox"/> Space	



Notes for the Interview

Ad _____

Target Audience #2 _____

**Put a check mark beside the three most effective design elements.
Provide explanation.**

Design Elements	Explanation: How does this reach and appeal to your target audience?
<ul style="list-style-type: none"><li data-bbox="284 919 427 951"><input type="checkbox"/> Image <li data-bbox="284 1062 440 1094"><input type="checkbox"/> Slogan <li data-bbox="284 1205 412 1236"><input type="checkbox"/> Logo <li data-bbox="284 1348 402 1379"><input type="checkbox"/> Text <li data-bbox="284 1491 440 1522"><input type="checkbox"/> Colour <li data-bbox="284 1633 427 1665"><input type="checkbox"/> Space	