

Preparing To Create Advertisements

Last week, we looked at many different advertisements. We discussed who produced each advertisement, how it was made, and what the producer did to grab the viewer's attention.

Now I want us to use an advertisement as a "mentor text" to help us create our own. Here's your homework activity:

- 1) Pick an advertisement about a product that interests you. **Please note that you will be sharing this advertisement in a school setting, so this product needs to be appropriate for school.**
- 2) Cut out the advertisement (if it's in a newspaper, magazine, or flyer) or print it out (if it's online).
- 3) Think about your answers to this big question and these guiding questions:

Big Question: How would you produce a similar advertisement?

Guiding Questions - Things To Consider:

- What colours would you use? Why?
- What image(s) would you use? Why?
- What text would you include? Why?
- What would your caption say? Why?

4) On sticky notes, a piece of paper, or a device that you have at home, write down some point form notes that show your thinking about the questions above. **You may even include pictures/diagrams in your notes in addition to words.**

5) Make sure that you have a paper copy of these notes to share in class tomorrow.

We're going to have a look at what you shared, and then start creating advertisements.