

Print Ad Assignment

Your assignment is to create a Print Ad (poster) that advertises an abstract noun. Use what you have learned about persuasive techniques to “sell” the concept you were assigned. The print ad should contain the following elements:

- A carefully considered visual design that is eye-catching and draws attention to and/or promotes the product you are selling.
- The product’s name prominently displayed on the poster.
- A slogan containing 10 words or fewer. Word Choice is very important!!
- The poster should be neat.
- The poster will be displayed in the hallways at school.

You will have 1 class period to work on your Print Ad.

The objective of this assignment is to have you apply the basics of advertising techniques to a Print Ad.

Start by brainstorming some slogan possibilities (10 words or fewer). Many slogans use alliteration, rhyme, onomatopoeia, comparisons, humor, etc.

1. _____
2. _____
3. _____

Now, draw a sketch of your design idea:

