

Media Assessment

Creating an Advertisement

ESLCO EO

Please note: this assignment has 2 parts.



For this assignment, you will create an advertisement for a **generic product**. This means that you may not use an existing brand (including its logo).

You may choose any product- toy, makeup, clothing, computers etc.

Imagine that you have started a new company. **Create a brand name, logo and slogan for your product.**

Create a plan for your advertisement. To do this you may write notes or draw some sketches of your ideas.

Think about :

The audience (boys, girls, toddlers, parents, teens, couples etc)

What do they like? What is important to them? Why would they want to buy your product?

Visuals- What images will you include in the ad? (just the product/ people using the product) Why?

Message- Is there a story that you wish to tell about your product and how it will affect the user?

Mood- What is the overall mood of the ad? How will the audience feel when they see it? (happy/ sad/ in love/ calm)

Colours- What colour **palette** will you use? How do the colours relate to the product?

Copy: What will you tell the audience about the product?

Final product: How will you arrange all these things on the page so that the ad looks professional and attractive to your audience?

Part 1

Once you have written your plan, you will meet with me to discuss your ideas. This will count as your CONVERSATION GRADE.

Part 2

Your final advertisement is due on Monday, April 8, 2024