

## **ESLCO/DO Media Assessment- Creating an Advertisement**

**Instructions:** Create a digital advertisement for one of the following types of products :

**Clothing**  
**Food**  
**Technology**  
**Vehicle**

You may use images and logos from existing brands, or you may create your own.

Your advertisement may be in print format or a commercial

Your advertisement must include the following

**Logo**  
**Slogan**  
**Images**

**Include other text as necessary**

### **IMPORTANT**

Your final advertisement must be original. Do not copy an ad and add details. Choose images and text that fit your product and arrange them to make your own original advertisement.



## **PRESENTATION**

To test how successful your advertisement is, you will present your final product to the class, and explain how and why you designed your advertisement the way you did.

Tell us why you chose the images and colours, what the message and mood of the ad should be and which audience you think would best appreciate it.

Bonus marks will be awarded if our classmates love your ad and state that they would buy your product. ( Anonymous voting will take place)

**DUE DATE: MONDAY OCTOBER 16, 2023**