

Advertising Campaign

Due Thursday May 3rd

For this project, you will need to choose a product or service that you would like to advertise. For example, a shoe line, a store, a personal shopper, or a 5K race.

You need to use original photography: NO photos from past trips or events, but specifically for this assignment.

You need to design THREE cohesive advertisements for this product or service you have chosen.

Each ad will contain 1)a picture(s), 2) a headline, 3)a brand logo, and 4)any pertinent information in regards to your product or service.

You will create your ads in photoshop. The creative is entirely up to you - have fun and make it visually appealing.

Remember, the idea is to create a want or need in your audience! You must know your market and create something they must have or must use to fulfill their needs. Welcome to the world of marketing.

This will be worth a whopping 240 points (80 per ad), so TAKE YOUR TIME!

RUBRIC:

One dominant, well-done photo clearly representing product/service -20 pts
One dominant, okay photo that somewhat represents product/service -15 pts
One photo that is marginal and not clearly representing product/service -10pts

Catchy Headline that clearly represents idea/theme - 20pts
Good Headline that goes along with idea/theme - 15 pts
Headline that is marginal - 10pts

Creative and Innovative Brand Logo (clearly represents product/service) -20 pts
Good Brand Logo (fits product/service) -15 pts
Marginal Brand Logo (times roman w/no effects) -10pts

Great addition of pertinent information and great editing. Also has FABULOUS creativity-20pts
Good use of pertinent information, could use more editing. Also contains GREAT creative look -15pts
Needs more editing of pertinent information and more thought put into creative presentation - 10pts
