

Advertisement Assignment

There are three generalized purposes of text - to entertain, persuade/sell, and inform.

Part I: Analysis/Interpretation (12 points - 4 points per advertisement)

First you will interpret/analyze each form using the charts/prompts below. (Hint: Use "Interpreting Visuals and Media Text" pages 188-199 to help properly analyze/interpret the questions)

ROFEED YOUR ROOTS
environmental campaign

Composting can convert food & garden waste into dark colored soil (humus) in a just a few weeks

Far from difficult... composting, or decomposition, occurs all the time in the natural world

WHAT IS COMPOSTING?
Composting is nature's recipe for recycling

Composting is the breaking down of waste organic materials (food & garden waste) in a large container or heap.

Decomposition is driven by the action of naturally occurring bacteria, fungi & invertebrates. Nutrients which were once part of the living plant or animal, return to the Earth where they support the growth of new plants.

1. globalinheritance.org/feedyourroots globalinheritance

Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	

Name: _____

<p>What are the form and techniques used? (elements/text features, color, etc.)</p>	
<p>What values are promoted? (Use bank of value words and explain)</p>	
<p>What role does the reader play?</p>	

Name: _____



2.

Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	
What are the form and techniques used? (elements/text features, color, etc.)	

Name: _____

<p>What values are promoted? (Use bank of value words and explain)</p>	
<p>What role does the reader play?</p>	



3.

Name: _____

Key questions	Interpretation/Analysis
What is the purpose? (type and explanation required)	
What are the form and techniques used? (elements/text features, color, etc.)	
What values are promoted? (Use bank of value words and explain)	
What role does the reader play?	

Name: _____

Part II: Creating/Designing (30 points - 10 points each)

For this part of the assignment you will be creating/designing an advertisement representing **each** of the three purposes. Each advertisement should include the following:

- Have type large enough to be viewed from one foot away. (1 point)
- Have a simple and clear layout so your reader knows where to find the information. (2 points)
- Include all important information (2 points)
 - Informational: text about the issue/topic (facts) if relevant date, location, time, etc.; contact information; etc.
 - Entertainment: time, date, people, etc.
 - Persuade/sell: slogan, information relevant to object/service, etc.
- Have a dominate elements such as a headline or image that will quickly catch your reader's eye. (1 point)
- Have the most important message emphasized by size, color, or value. (1 point)
- Have art that is related to the message. (1 point)
- Have bold, intense colors to enhance your message so that it can be easily seen from a distance. (1 point)

You will also be marked on mechanics (1 point)