

## ADVERTISEMENT

### Formatting

11 Point Font

1-Inch Margins

Double-Spaced

Times New Roman font

Bibliographic and Parenthetical Citations (for all Quotes, Paraphrases, and Summaries)

Proper Page Format (Names, Page Numbers, etc)

+3 Pages (Full Pages)

Left Justification

### Content

1. With a few classmates, design an original advertisement in which you sell a product or offer a service.

Use both textual elements and visual elements, which we have studied in class.

Make sure to “entice” the reader/viewer with these elements.

Notes: The project must be 8 ½ X 11 inch. The project must be in color (or have a deliberate use of grayscale colors). The project must address an audience of your peers. The visuals must be vivid, conveying an interesting image. Additionally, the text must be persuasive and must “stick in the mind” of the audience. Consider idiomatic language or familiar phrases, which could be turned to sell the product. One assignment will be turned in per group, although please keep a photocopy for your portfolio.

2. After the group has completed the project, complete a +2 page reflection in which you describe the process of creating the visual and discuss the inquiry into the subject matter and construction of the project (In other words, what did you do and how did you decide to do what you did?).