**Print Advertisement Campaign**

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| Evaluation | **% of Final Grade** | % of Communication | % of Application | % of Knowledge and Understanding | % of Thinking |
| Print Advertisement Campaign Preliminary Step: Concept Pitch | 5% | 1.25% | 1.25% | 1.25% | 1.25% |
| Print Advertisement Campaign | 10% | 2.5% | 2.5% | 2.5% | 2.5% |

**Preamble**

After mastering the art of print advertisement deconstruction it is now time to create your own print advertisement campaign. In this endeavor you can freelance or work with a team. If you freelance you will be responsible for two print advertisements, if you work in a team you will be responsible for more print advertisements. The print advertisements must promote sports and/or entertainment at Northern Secondary School. To be successful and persuasive it must employ the methods and techniques of professional print advertisements learned in the Print Advertisement Deconstruction. It must be a high quality finished product. As with all assignments in this class there will be a list of expectations (curricular relevance) and a list of instructions (how to approach the tasks). There is also a preliminary step (due earlier) separate from the final product. Good luck and have fun ☺

**Print Advertisement Campaign Expectations**:

1. Demonstrate an understanding of the interrelationship of form, content, and audience by creating media works for different audiences and purposes.
2. Use appropriate software to create integrated customized documents that meet professional business standards; demonstrate effective use of multimedia software.
3. Demonstrate an understanding of a team-based approach to project management.
4. Demonstrate the use of electronic tools to manage a multimedia team project.
5. Use a team-based approach to create a multimedia product.

**Print Advertisement Campaign Preliminary Step: Concept Pitch**

In order to create a successful Print Advertisement Campaign it is necessary to brainstorm ideas and decide on an overall concept. The Concept Pitch must answer three fundamental questions: First, what is the product being marketed? Second, how will the overall theme of the Print Advertisement Campaign result in successful advertisement? Third, how will the campaign be effectively communicated (the general content of the advertisements)? Students will meet with the teacher to pitch their concept and discuss any feedback. The Concept Pitch should include a convincing overview of the campaign and can include rudimentary sketches of proposed advertisements. As with all assignments, follow the specific instructions and look at the rubric to view how marks are derived.

**Concept Pitch Instructions:**

1. Network with a group of peers or work independently as a freelance marketer.
2. Decide which type of sport and/or entertainment product at Northern Secondary School you will be promoting (this can include sports teams, clubs, events, performances, among other possibilities).
3. Decide on an overall theme that will effectively market the product and can be communicated through print advertisements (think of the target market).
4. To decide on a theme brainstorm ideas then discuss emotions and stories that could result from the proposed themes.
5. Reach a consensus on the theme and begin to brainstorm ideas as to the specific content of each advertisement.
6. Working individually there should be two advertisements, working in pairs there should be three advertisements and in groups of three or more there should be four advertisements.
7. Make rudimentary outlines and sketches of at least some of the advertisements, being able to explain the application of print advertisement methods, strategies and techniques.
8. Advertisements should specifically employ directional lines, sightlines, key words and taglines.
9. They should use colors and visuals that relate to the theme and product.
10. They should tell stories that relate to the theme and product.
11. The print advertisements must be appropriate, nothing too abrasive, politically incorrect or sexualized.
12. Plan the Concept Pitch by sequencing the brief explanations to answer the following questions:
13. What is the product being marketed?
14. How will the overall theme of the Print Advertisement Campaign result in successful advertisement?
15. How will the campaign be effectively communicated through print advertisements?
16. Prepare the Concept Pitch by presenting the ideas in a convincing and interesting manner; pretend the teacher is representing the product and the individual/group is representing an advertisement firm (Madmen, the AMC television series, has fantastic scenes wherein they pitch advertisement ideas).

**Concept Pitch Rubric**

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Communication** | | | | | | |
| Ideas were not communicated. | Ideas were barely communicated. | | Ideas were adequately communicated. | Ideas were clearly communicated. | | Ideas were clearly and convincingly communicated. |
| 0 1 2 2. 5 3 3.5 4 4.5 5 | | | | | | |

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Application** | | | | | | |
| The theme was completely inadequate, not effectively marketing the product. | The theme was barely adequate, not effectively marketing the product. | | The theme was adequate, almost effectively marketing the product. | The theme was good, effectively marketing the product. | | The theme was very clever, effectively marketing the product. |
| 0 1 2 2. 5 3 3.5 4 4.5 5 | | | | | | |

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Knowledge and Understanding** | | | | | | |
| No understanding of print advertisement methods, strategies and techniques were demonstrated through the proposed advertisements. | Minimal understanding of print advertisement methods, strategies and techniques were demonstrated through the proposed advertisements. | | Some understanding of print advertisement methods, strategies and techniques were demonstrated through the proposed advertisements. | Understanding of print advertisement methods, strategies and techniques were demonstrated through the proposed advertisements. | | Through understanding of print advertisement methods, strategies and techniques were demonstrated through the proposed advertisements. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Thinking** | | | | | | |
| A completely unoriginal or inadequate concept. | An almost original and almost adequate concept. | | A somewhat original and adequate concept. | An original and almost captivating concept. | | A very original and captivating concept. |
| 0 1 2 2. 5 3 3.5 4 4.5 5 | | | | | | |

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**Print Advertisement Campaign**

The Print Advertisement Campaign must effectively market a product with a series of print advertisements linked by a common theme. The Print Advertisement Campaign must include the agreed upon number of print advertisements printed for display and submitted electronically. It will be unveiled to the class and briefly presented. As with all assignments, follow the specific instructions and look at the rubric to view how marks are derived.

**Print Advertisement Campaign Instructions:**

1. Listen to teacher feedback from the Concept Pitch and make necessary adjustments.
2. Take the photographs, create the graphics or make illustrations that will comprise the original material for the Print Advertisement Campaign.
3. Plan effectively, as directional lines, stories, colors and other important print advertisement methods, strategies and techniques will be determined by the original material.
4. The print advertisements should present a similar theme by using similar color schemes, stories, key words and taglines.
5. As much as possible, avoid taking pictures, graphics or illustrations that you did not create independently.
6. Upload the original material to a software program to edit and add text; Photoshop is the logical choice.
7. Make sure the print advertisements appear to be more than a photograph with a line of text.
8. Make sure you have the correct number of print advertisements – working individually there should be two advertisements, working in pairs there should be three advertisements and in groups of three or more there should be four advertisements.
9. Key information needs to be communicated including important dates and times if there is a specific event.
10. The print advertisement must be printed on a sheet of paper larger than a standard sheet of paper and with a higher degree of finish than most standard printers will allow.
11. A printing service may be required and can be easily found; research prices and the related finish and sizes. Staples and other similar stores will do this for minimal cost.
12. Prepare a brief presentation to accompany the unveiling of the Print Advertisement Campaign.
13. Review presentation skills on the class website if necessary.
14. Email, submit, electronic copies of the print advertisements.
15. During the presentation unveil the printed print advertisements, creatively pitch the campaign to the class and demonstrate understanding of print advertisement methods, strategies and techniques by briefly deconstructing the print advertisements.

**Print Advertisement Campaign Rubric**

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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Communication** | | | | | | |
| The visuals and text did not combine to communicate a message; minimal relation to the theme and product. | The visuals and text ineffectively combined to communicate a barely clear message somewhat related to the theme and product. | | The visuals and text almost combined to communicate a clear message related to the theme and product. | The visuals and text combined to communicate a very clear message related to the theme and product. | | The visuals and text combined to communicate a very clear and memorable message related to the theme and product. |
| 0 1 2 3 4 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 | | | | | | |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | | Level 4  80 – 100% | |
| **Application** | | | | | | | |
| Technological skills were not applied resulting in print advertisements that were very unprofessional, without any sharpness or appeal. | Technological skills were barely applied resulting in print advertisements that were not sharp and visually appealing. | | Technological skills were applied to create almost sharp and visually appealing print advertisements. | | Technological skills were well applied to create mostly sharp and visually appealing print advertisements. | | Technological skills were adeptly applied to create sharp and visually appealing print advertisements. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Knowledge and Understanding** | | | | | | |
| Techniques including directional lines, target audiences, sightlines, key words, story and theme were not employed. | Techniques including directional lines, target audiences, sightlines, key words, story and theme were minimally and inadequately employed. | | Techniques including directional lines, target audiences, sightlines, key words, story and theme were adequately employed. | Techniques including directional lines, target audiences, sightlines, key words, story and theme were well employed. | | Many techniques including directional lines, target audiences, sightlines, key words, story and theme were brilliantly employed. |
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| Below Level 1  0 – 49% | | Level 1  50 – 59% | | Level 2  60 – 69% | Level 3  70 – 79% | Level 4  80 – 100% | |
| **Thinking** | | | | | | | |
| The print advertisement content was inadequate; not marketing a product. | The print advertisement content was almost adequate; almost marketing a product. | | The print advertisement content was adequate; marketing a product. | | The print advertisement content was almost captivating, eye catching and buzz worthy; effectively marketing a product. | | The print advertisement content was captivating, eye catching and buzz worthy; very effectively marketing a product. |
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