Grade 10 ELA

Creating a Print Advertisement

1. Do you have a favorite print ad? Do you even notice the print ads?

2. Do you think that all ads show the truth? Why and why not?

3. Why do you like certain ads? Why do you dislike certain ads?

3. What things in an ad make you want to buy a product?

4. Have you ever bought anything just because of an ad you saw? Did the product do what the ad said it would?

5. How can ads make their products look better than the rest while still being honest?

* You will have to use trouble thinking to create an angle to sell your products. You should also think about what would make you want to buy a product.
* Now think of a product that you would like to market, once you have decided on one, tell me and I will approve it.
* Now, you must make a full, one-page print ad.
* It must be in colour and contain both images and text.

Create your rubric based on student ideas of what works and what doesn’t.

As for a Rubric for the magazine, I have used my own which will follow, as well as a self evaluation that we’ve created as a group based on questions that have arisen during discussions. I’ve also let students do peer evaluation. It is completely different year to year.

Student Rubric for Print Advertisement

What is your sales “angle”?

Who is the product marked to?

How does the image speak to your audience?

How does the image work with the text?

How are the colours integral to the advertisement?

You are the Editor

Print Ad Rubric

Image /10

Colour /10

Message /10

Ad. Angle /10