

**Unit:** Creating Advertisements.

**Topic:** Elements of an Advertisement

**Lesson:** 1 of 4

**Learning Standards:** CDOS 3b:AH.2 (CM) Communications

CDOS 3b:AH.3 (CM) Aesthetics

CDOS 3a:2 (UFS) Universal Foundation skills

CDOS 3a:3 (UFS) Personal qualities

L.11-12.1 Conventions of Standard English

**Materials:** Macs, Google Classroom, Smart-board, Adobe Photoshop, Advertisement Analysis Worksheet, Google Slides Presentation, Pictures of advertisements.

**First Task (5 mins):** Analyze the advertisements posted on Google Classroom. Identify the overall message the advertisement is trying to convey. Was the advertisement successful or not? Answer on Google Classroom.

**Motivation (3 mins):** We have used our skills in Photoshop to create a t-shirt design for ourselves as well as a college for ourselves. In this project, we will be using our skills in Photoshop to work with a *client* to create an advertisement for them. The client we will be working with is the Wildlife Conservation Society (WCS). We are going to help them in creating an advertisement about an endangered species and how people can help to preserve it.

**Objective:** How do we analyze advertisements of companies focused on bringing awareness to a cause?

**Instructional Objectives:** S.W.B.A.T

1. Analyze how color and typography helps convey the message in an advertisement.
2. Identify the elements of an advertisement
3. Gather information on an endangered species to create an Awareness Advertisement

**Presentation (15 mins):**

1. Identify the headline in the poster.
2. How does color affect the mood of the advertisement?
3. How does typography help with the overall message of the advertisement?

**Summary (5 mins):**

- 1) Why is the headline the major aspect of an advertisement?
- 2) How do color and typography affect the mood of your advertisement?

**Immediate Application:**

Work on the worksheet and identify the elements used in the advertisements. Pay close attention to how the elements are used to convey the message.

**Extension activity or Homework:** RESEARCH an endangered species that you would like to create your awareness advertisement on.

# Comment Summary

Page 1

1. Some people would prefer that you include the full description of what the learning standard is but so long as you can describe what it is and how it relates to your lesson that's fine.
2. CDOS3A really pertains to professional skills that would be applicable in any work environment.
3. I know from my own experience that this is a common core standard but that is not referenced here.

In addition, did you know that the common core has been replaced by the next generation learning standards?

4. For the items in your materials that can be linked to I would advise doing that so you always know what you're talking about.

Never know if you're going to develop multiple worksheets with similar names or have a catalog of images that you will reference for specific lessons.

5. The way that this is written connects to ideas that you've done in class but it doesn't serve as a motivating force for students. If you took it a step further and have students start to brainstorm to get them interested in the project or share what they know about wildlife and conservation could serve as a good transition.
6. This is a good AIM
7. Wouldn't this objective come before any of the others?
8. What poster?
9. The way that these questions are phrased indicates that there is a proper answer so including that in your lesson is a great way to show planning transition and direction.
10. The way that this lesson is structured appears to do a "WE and then YOU" style which is a good way to have students practice the right way and then try it on their own.
11. Are there any learning standards related to a certification or arts principle that could be aligned?