Lights, Camera, Media, Literacy!
Print Ad Campaign Guide

Your team needs to create a print ad campaign for a school event or a product sold at the school store. You will be creating as many print ads as the number of people on your team. Follow these steps:

____1) Select the product or event you will be "selling":_____

____2) Choose at least one different advertising technique to use for each ad.
    First brainstorm all ideas as a group.
    Then choose the techniques the group chooses for this event/product.
Write the technique names here:

____3) Sketch different drafts of layouts, design, and content. Keep the following in mind:

HEADLINES are used to grab attention.
Large and bold
Main message of the ad

COPY means the written words.
To the point in the fewest words
Carefully chosen font that "fits"

LAYOUT is the placement of illustrations & photographs.
Not cluttered
Nicely balanced with "copy"
Purposeful use of white space

DESIGN is an organized arrangement of the headline, copy,& layout.
Smart use of shape, color, texture
Repetition, harmony, contrast, flow are considered.

____4) As a team, select the designs that will be used in the ad campaign.
    Have these designs approved by the teacher.

____5) Create the print ads to display.