Create Your Own Ad

Part One

Part A

Your assignment for this week is to create a new product (it can be whatever you like as long as it’s appropriate)

Part B

Once you have decided what you are going to create, you must then design an advertisement for your product. Keep in mind your target audience (who are you selling to?) and use colour if you have it available.

Your advertisement must:

* Have a unique name and look
* Be persuasive!
* Be eye catching

Tip – remember ethos, pathos and logos are persuasive techniques, you can use them in your ad to convince people to buy your product.

Part Two will be up next week and it will involve a written explanation and some questions about your ad.