

EXAMPLE

You are going to design a flyer advertisement for a fruit or vegetable. Answer the questions below to help plan what your ad will look like.

1. Who do you want to notice the ads? **KIDS** **ADULTS** **BOTH**

Remind students that what will draw a child's attention can be very different from what will interest an adult and thus this question.

2. What do you want people to think about the fruit or vegetable when they look at the ad?

The goal is to persuade people to try the fruit or veggie so our ad might try to make the fruit or veggie look tasty, healthy, fun to eat, awesome, etc.

3. What does the fruit/vegetable look and taste like (adjectives)?

Encourage students to think about things like color, taste, texture- really descriptive things. Examples below.

strawberries: red, sweet, soft, yummy, firm

broccoli: crunchy, bitter, healthy, green, mini-trees

bananas: yellow, green, or brown, sweet, mushy, looks like the moon

4. What color(s) will you ad be?

Remind or explain to students how important color can be in advertising. Monochromatic flyers will be boring but excessively colorful or bright can be too distracting. Use posters and images around the room to help students understand this concept and encourage them to plan accordingly.

5. Will you have: a character or picture on the flyer? What kind?

Many products have a spokes character (think cereal brands, Tony the Tiger, Toucan Sam, etc) so that could be a choice or because this is a school activity where we are learning about advertising I allow students to choose real athletes or characters to put in their ad. Make sure and remind students that in real life if we were to use an image of an athlete or say superhero it would require permission and probably mean that we would have to pay a large fee. Celebrity endorsement or using characters in ads is widely used with children so it is important for them to understand it, please remember to respect copyright and fair use while teaching this lesson.

6. Circle the persuasive techniques will you use. Remember your ad has to be honest.

Explain these various techniques to students so they can later decide what to use.

Celebrity or Cartoon Characters

Cool or Popular Lifestyle

Funny

Bright Colors

Healthy/Responsible Choice

Other:

Students need to decide which layout they want for their flyer.

Decide if you want your flyer to be long or tall.

Sketch a rough draft. *Let them know what supplies will be available.*

If you need other supplies what will you need?