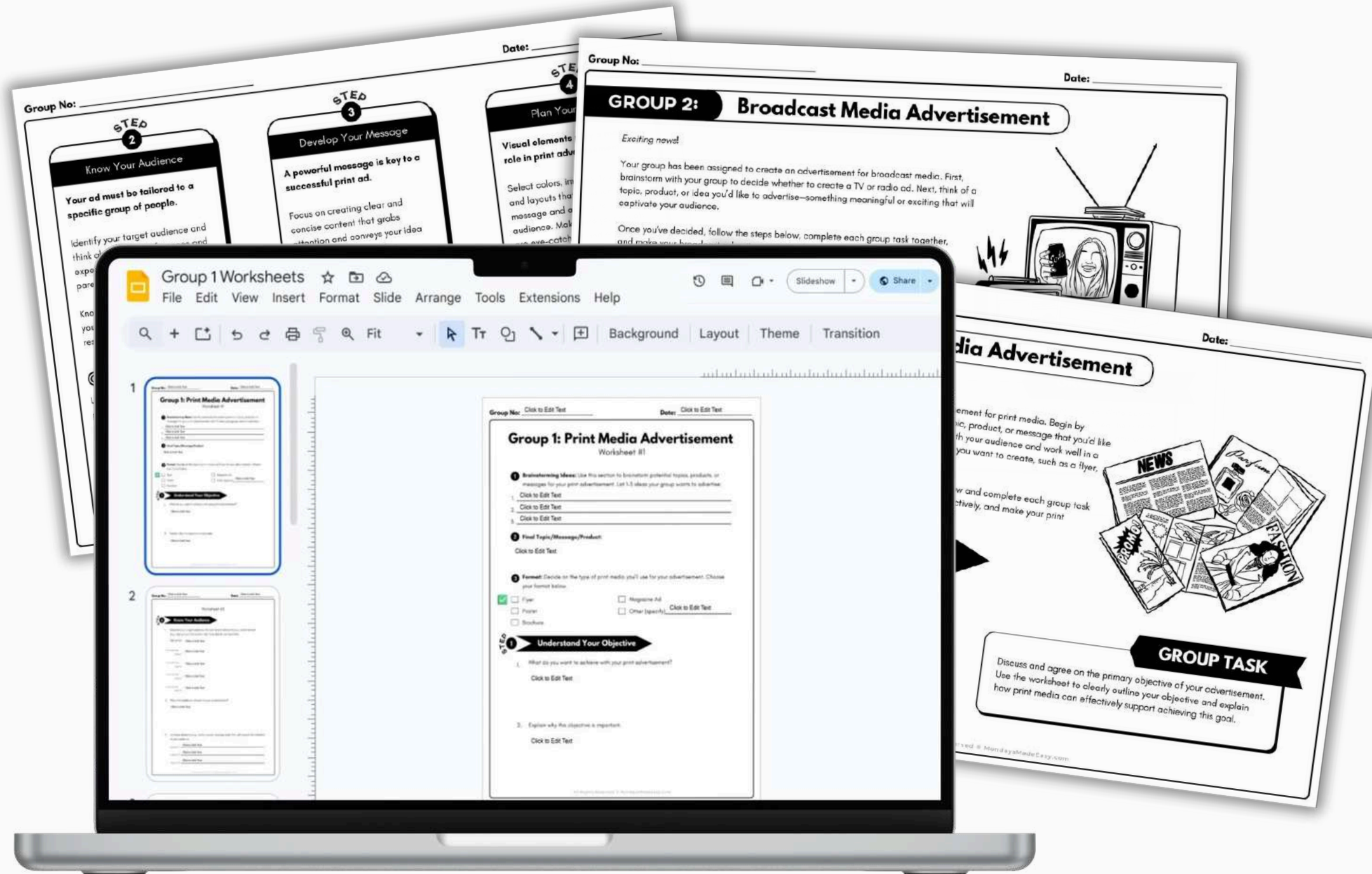


# Create an Advertisement Group Project

Students will create an advertisement while exploring target audience, persuasive strategies, and real-world media literacy skills



- **Guide students in crafting original ads** by analyzing target audiences, persuasive techniques, and ethical media choices.
- **Facilitate collaboration** with group planning worksheets, reflection prompts, and feedback forms to encourage accountability and strategic thinking.
- **Streamline grading** using self-assessment checklists and a four-level rubric aligned with media production skills.

Teach types of advertisements with this hands-on media production project!

**PURCHASE HERE**

# Included with this resource:

- ✔ **Advertisement Project Guidebook**
- ✔ **Group Planning Worksheets** and **Graphic Organizers**
- ✔ **Assessment Checklists**
- ✔ **Peer Feedback Forms**
- ✔ **Teacher Feedback Form**
- ✔ **Group Reflection Prompts**
- ✔ **Editable & Ready-to-Print 4-Level Rubric**
- ✔ **Teacher Instructions** for how to use these resources

**Group 1: Print Media Advertisement**

Instructions:

Answer the questions below based on your personal experience during the project. Reflect on your contributions, challenges, and key takeaways. Be thoughtful and honest in your responses. Write your answers in the spaces provided.

\* Indicates required question

1. What did you learn from collaborating with your group on this project? \*

2. What was your favorite part of the process, and why did you enjoy it? \*

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**Includes Digital Version for Google Drive®**

# Advertisement Project Guidebook

Introduce the assignment expectations, outline the 5 different forms of advertisements, and provide step-by-step instructions for planning and production

**STEP 5: Plan Your Visuals**  
Visuals are critical for outdoor media. Design eye-catching images, bold typography, and clear layouts that are easy to understand at a glance. Ensure that your visuals reinforce your message and align with your objective.

**STEP 6: Design Your Advertisement**  
Translate your plans into a finished design. Use tools or software to create a polished and professional ad. For larger formats, ensure that the design scales effectively without losing quality.

**STEP 7: Test Your Advertisement**  
Before finalizing, gather feedback on your ad's effectiveness.

**GROUP 3: Digital Media Advertisement**  
Exciting news!  
Your group has been assigned to create an advertisement for digital media. Start by brainstorming with your group to think of a topic, product, or message you'd like to advertise. Choose something that will stand out in the digital world and connect with your audience. Once you've made your decision, follow the steps below, complete each group task together, and make your digital advertisement stand out!

**STEP 1: Understand Your Objective**  
Different digital media platforms have unique features that can shape how your ad is presented. Ask your group: Are you promoting a product, raising awareness, entertaining, or driving engagement? Clearly defining your objective will set the direction for your project.

**GROUP TASK**  
Discuss and agree on the main objective of your digital ad. Use the worksheet provided to document your goal and explain why it's important for your chosen platform.

**GROUP 2: Broadcast Media Advertisement**  
Exciting news!  
Your group has been assigned to create an advertisement for broadcast media. First, brainstorm with your group to decide whether to create a TV or radio ad. Next, think of a topic, product, or idea you'd like to advertise—something meaningful or exciting that will captivate your audience. Once you've decided, follow the steps below, complete each group task together, and make your broadcast advertisement stand out!

**STEP 1: Understand Your Objective**  
The first step in creating your broadcast media advertisement is to determine its primary goal. Ask yourselves: What do you want to achieve? Is your advertisement meant to inform, persuade, entertain, or raise awareness? A clear objective will guide all your creative and technical decisions, ensuring that your advertisement has a strong and unified purpose.

**GROUP TASK**  
Discuss and agree on the main objective of your ad. Write down your agreed-upon objective in the worksheet provided. Be sure to include specific details about what you aim to achieve and why it is important.

**GROUP 1: Print Media Advertisement**  
Exciting news!  
Your group has been assigned to create an advertisement for print media. Begin by brainstorming with your group to come up with a topic, product, or message that you'd like to advertise. Choose something that will resonate with your audience and work well in a print format. Then, decide on the type of print media you want to create, such as a flyer, poster, brochure, or magazine ad. Once you've made your decision, follow the steps below and complete each group task together. Accomplish the worksheets, collaborate effectively, and make your print advertisement stand out in style!

**STEP 1: Understand Your Objective**  
The first step in creating a print media ad is to determine its main purpose. Ask yourselves: What do you want to achieve with this ad? Is it to promote a product, raise awareness, or provide information? A clear objective will guide every design and content decision.

**GROUP TASK**  
Discuss and agree on the primary objective of your advertisement. Use the worksheet to clearly outline your objective and explain how print media can effectively support achieving this goal.

**Includes expectations and information for each type of advertisement!**

# Planning Worksheets Customized for Each Group

These worksheets guide students through identifying their target audience, defining their central message, selecting persuasive strategies, and determining which advertising format best suits their campaign



This stage encourages **collaboration** and **strategic thinking** before production begins!

# Peer Feedback and Reflection Forms

These resources help inspire agency, accountability, and self-sufficiency

## Group 1: Print Media Advertisement

Instructions:

Answer the questions below based on your personal experience during the project. Reflect on your contributions, challenges, and key takeaways. Be thoughtful and honest in your responses. Write your answers in the spaces provided.

\* Indicates required question

1. What did you learn from collaborating with your group on this project? \*

\_\_\_\_\_

2. What was your favorite part of the process, and why did you enjoy it? \*

\_\_\_\_\_

Submit

Clear form

## PEER FEEDBACK FORM

Evaluating Media Advertisements

### Instructions:

Exchange projects with classmates and evaluate their advertisements using the peer review form. Assess the work based on the provided criteria, highlighting strengths and suggesting. Share constructive feedback with the advertisers, then submit the completed form to review.

### PEER REVIEWER INFORMATION

Name of Reviewer: \_\_\_\_\_

Date of Review: \_\_\_\_\_

Advertisers' Group number: \_\_\_\_\_

Type of Advertisement Reviewed:

Print  Broadcast  Digital  Outdoor

### 1. CONTENT AND CLARITY

Is the main message or slogan clear and engaging?

- Very clear and compelling  
 Mostly clear, but could be more engaging  
 Needs better focus or clarity

Comments/Suggestions for Improvement:

\_\_\_\_\_

## PRINT MEDIA ADVERTISEMENT

Assessment Checklist

Group Number: \_\_\_\_\_

Date: \_\_\_\_\_

### MESSAGE AND CONTENT

- Is the main message or slogan clear and engaging?  
 Are the product/service features highlighted effectively?  
 Does the advertisement include a strong call-to-action (e.g., "Buy Now," "Sign Up Today")?

### TARGET AUDIENCE

- Is the language, tone, and imagery appropriate and relatable for the target demographic?  
 Is the advertisement designed to appeal to the intended audience (age group, interests, etc.)?

### PERSUASIVE TECHNIQUES

- Are statistics or testimonials used to enhance credibility?  
 Does the advertisement creatively grab attention and maintain interest?  
 Are persuasive methods such as emotional appeal, factual information, or endorsements utilized effectively?

### BIAS AND BALANCE

- Does the advertisement avoid stereotypes or offensive imagery?  
 Are all claims in the advertisement accurate and backed by evidence?  
 Are potential biases (cultural, gender, etc.) minimized or handled responsibly?

### VISUAL AND DESIGN ELEMENTS

- Is there a balance between text and visuals?  
 Does the advertisement stand out while maintaining professionalism?  
 Are fonts, colors, and graphics used effectively to complement the content?

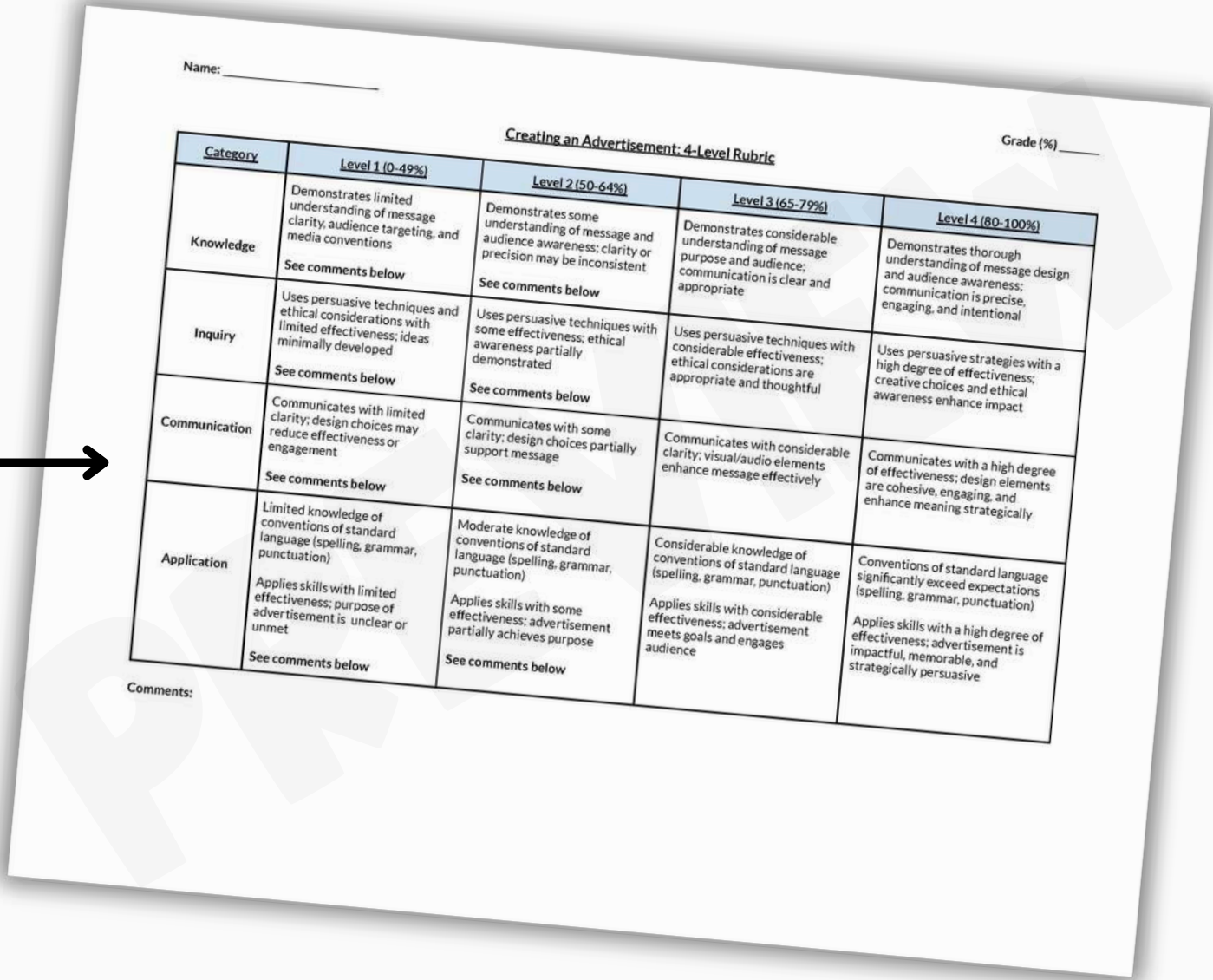
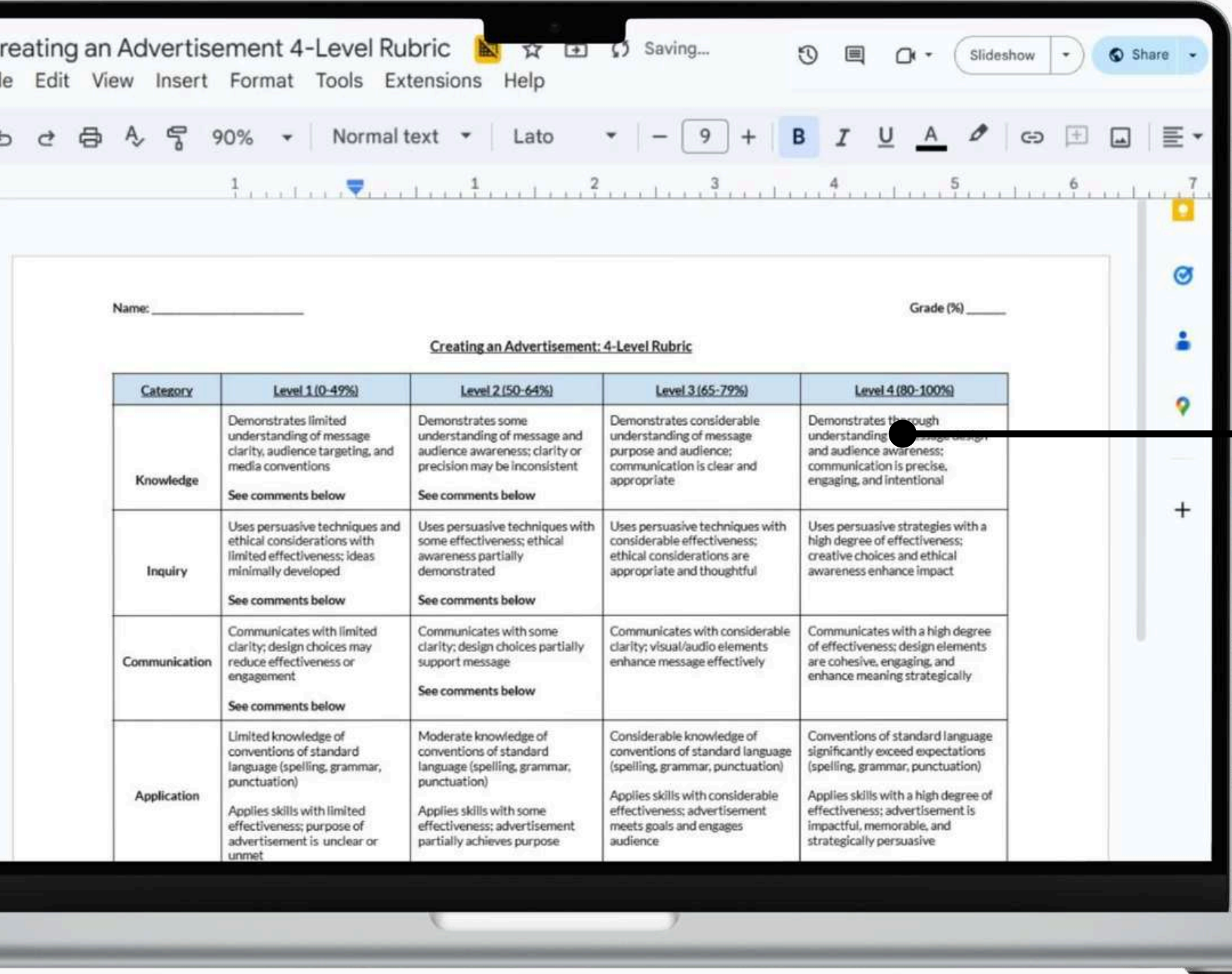
### EFFECTIVENESS AND GOAL

- Is the brand or product clearly identifiable?  
 Is the overall design memorable and impactful?  
 Does the advertisement achieve its primary purpose (e.g., inform, persuade, promote)?

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# Includes Editable & Ready-to-Print 4-Level Rubric

Modify this rubric to meet the unique needs of your classroom



Formatted for Google Docs®!