

Design Brief

Name Advertisement

Background:

Advertising companies are paid thousands of dollars to develop advertisements that will sell a product or service. Often, the purpose of the ad is to simply make a name "stick in your mind", like the jingle you always remember. Many of these ads are brief, lasting only a few seconds, as you pass them on the highway, hear them on the radio or see them on television, videos, t-shirts, hats, etc.

Problem:

Design and produce an advertisement that will promote yourself to your classmates and the teacher. The purpose of this ad is to familiarize your classmates and teacher with (1) your name, and (2) something about yourself. The result should be an 'advertisement' that will help others (mainly your teacher) learn your name quickly.

Design Parameters:

1. Work individually.
2. Create thumbnail sketches on scrap paper.
3. Use one sheet of 8 1/2" x 11" colored cover stock paper.
4. Tools consist of only, straight edge, pens, pencils, markers, crayons and scissors.
5. You may not use glue, staples, tape or other additional materials.
6. Your advertisement must:
 - (a) be self supporting
 - (b) be three-dimensional
 - (c) completed in 1 to 2 class periods
7. Advertisements must include:
 - (a) your name (last name not needed)
 - (b) something about yourself

Evaluation:

Typically the evaluation of an advertisements effectiveness is tied directly to the resulting increase or decrease in sales. The evaluation of this activity will be based on the creativity and uniqueness of the ad and how well it is received by your classmates and the teacher (25 points).