

Promoted (An advertising challenge)

Many times in the journalism world you find yourself playing the role of an advertiser. For instance, year-book and newspaper programs sell ads to pay for their finished product. These ads must be designed and look professional. For the next week you must create a product of your own and “promote it.”

Deadlines:

Day One: Product, product name, product sketch, product into Photoshop

Day Two: Logo sketch and creating in Photoshop

Day Three: Sketch advertisement and create in Photoshop

Day Four: Sketch take away and create in Photoshop

Day Five: Create PowerPoint with advertising team--Present, promote and vote on it

(You may get ahead at any point, but don't fall behind)

Grading

You will be graded on CRAPD, your use of Photoshop and group work. You should be utilizing layers, type tool, selection tools, brush tool, correction tools and layer styles to name a few. You **MUST** sketch everything before creating it in Photoshop

___ 5 points: Name of product

___ 10 points: sketches turned in for: logo, product, advertisement and take away

___ 10 points: Logo in Photoshop

___ 10 points: Picture of product in Photoshop

___ 10 points: Advertisement in Photoshop

___ 10 points: Take Away in Photoshop

___ 10 points: slide show—will include all four Photoshop documents as jpg files:

1. Logo

2. Product

3. Advertisement

4. Take Away

___ 10 points: creativity/art

___ 10 points: Group work

___ 10 points: Presentation to class (see separate rubric for requirements)

___ 5 points: **Turning in this rubric**

___ 100 points total