

## 7.15 Advertising for a Cause

### Studio Objectives

- demonstrate understanding of emphasis to communicate a message
- design an advertisement to promote a worthy product or cause

Why are some advertisements more appealing than others? In this studio experience, you will explore the qualities of effective commercial design by developing a print or digital advertisement design for a new product or a cause that you think will make the world a better place. Use emphasis to help you to make your point.

### Before You Begin

Research advertising campaigns that show imaginative artistic qualities. Study ads and product design in magazines, online sources, consumer products, billboards, and store displays. Think about what aspects of the ads make you take a second look. What elements are emphasized in the best ads? How is proportion used? How do advertisers appeal to your emotions? Brainstorm ideas for products and causes that could make the world a better place, such as biodegradable packaging, a high speed solar-powered train, or important social issues.

7-42 How did the designer of this public service ad create unity? Where do you think an ad like this might appear? Why do you think so?

Ad Council, Kailee, from Bullying Prevention Campaign, 2019.

### Materials

- good drawing paper
- a variety of drawing and painting materials: colored pencils, markers, pen and ink, colored chalk, acrylic paint, watercolor paint
- railroad or illustration board in a variety of sizes
- gray newsprint
- glue sticks or white glue
- computer with graphic design software (optional)



7-43 Giving voices to creatures or objects that can't speak is a time-honored source of humor. How did the designer create emphasis here?

Ad Council, Colby, from Shelter Pet Adoption campaign.

### Create

**1** Select the media you want to use to develop your ad. On drawing paper, sketch your ideas for an ad that will catch people's attention. You might create a serious ad or use humor to make your point.

**2** Consider readability and strong composition as you design your ad. Use digital lettering for a professional presentation.

**3** To create your final advertisement, use the media of your choice, such as railroad board or design software. Combine images and text to create an effective design. Display your advertisement.

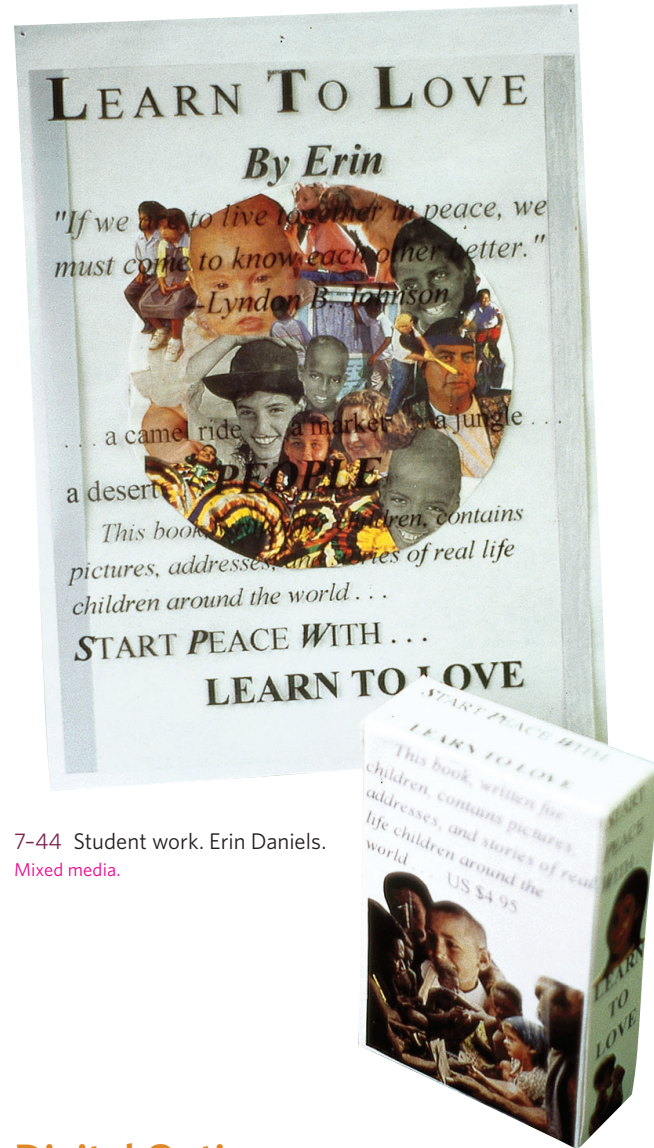


### Reflect

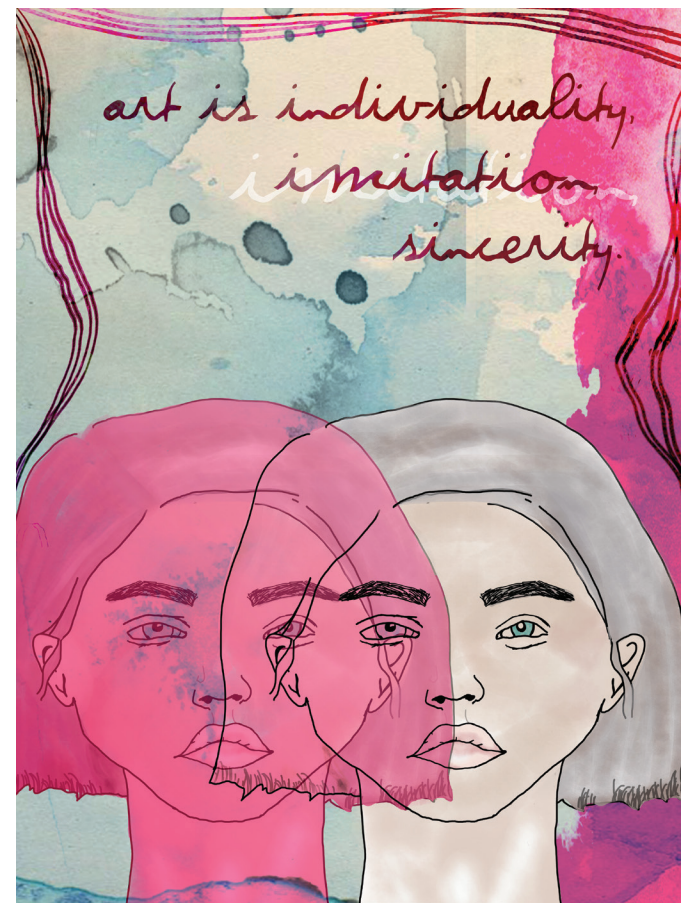
- What makes your design an effective advertisement?
- What audience would find it most appealing? Why?
- How did you use emphasis and proportion in your design?
- What could be improved in your advertisement?
- How will your product or cause contribute something significant to society?

### Technique Tip

Technique and attention to detail are critical to overall success. Always keep your work neat and clean, with no glue showing. To make a compelling composition, try cutting out the elements of your ad and moving them around in different combinations.



7-44 Student work. Erin Daniels. Mixed media.



7-45 Student work. Paige Hawthorne.

### Digital Option

Research free fonts online and make a collection of several that work well with your ad. Narrow down your options by making digital versions of your ad's text and select your top three choices. Print them out and experiment with the positioning of the text. You can also scan drawings of your product and add text digitally.

### Presenting Your Work

Using your product design as a guide, write an email to a potential employer at a design firm that describes your ad and design choices. Explain how you made your product appealing with active, descriptive words that appeal to the sense of sight, smell, taste, sound, or touch. Describe the positive impact your ad campaign might have on the world.

### Rubric

Advanced	Proficient	Developing	Incomplete
<b>Prepare</b>			
Researches more than five advertising campaigns. Thoroughly analyzes for emphasis and proportion. Brainstorms six to ten product ideas.	Researches and analyzes four or five advertising campaigns. Analyzes for emphasis and proportion. Brainstorms at least five product ideas.	Researches one or two advertising campaigns. Some analysis of emphasis and proportion. Brainstorms one or two product ideas.	Does not research any advertising campaigns. Does not brainstorm product ideas.
<b>Create</b>			
Excellent uses of media to create advertisement with clear mood, effective composition, and carefully considered target audience.	Successful use of media to create advertisement that shows mood in a clear composition for a specific audience.	Advertisement has inconsistent or unclear mood, readability, or target audience.	Advertisement does not show mood, clear composition, or target audience.
<b>Reflect/Evaluate/Present</b>			
Critically reflects on, evaluates, and determines emphasis, proportion, composition, and message. Freely shares ideas and takes interest in others; eagerly participates in class discussions.	Adequately reflects on, evaluates, and determines emphasis, proportion, composition, and message. Shares ideas and shows interest in others; participates in class.	Not enough understanding of concepts to adequately reflect on, evaluate, and determine emphasis, proportion, composition, and message. Little interest in sharing ideas or listening to others; reluctant to participate in class discussions.	Does not reflect on and evaluate emphasis, proportion, composition, and message. Does not participate in class discussion.
<b>Work Process</b>			
Consistently works independently and remains on-task at all times. Uses time management skills effectively.	Usually works independently and remains on-task. Work completed with some time-management issues.	Works somewhat independently and usually remains on-task. Uses time ineffectively and rushes through project.	Does not work independently and is off-task most of the time; disruptive behavior. Project not completed.