

La publicité**Assignment 2****Créer un pub**

Part 1 : SCRIPT : 15+ sentences (introduction & conclusion) lasting 15 seconds minimum and 60 seconds maximum.

CRITERIA : after hearing this ad, the audience must be able to answer the following questions :

1. What is the slogan/message/jingle/rhyme

2. Who is the target audience?

3. What does the product do?

4. When is the product available?

5. Where is the product available?

6. What three strategies are used to market this product?

a. Effect 1

b. Effect 2

c. Effect 3

7. How does this ad make you feel?

8. Is this an effective ad, making you want to have this product?

PART 2 : VIDEO and audio: create a video ad lasting 15-60 seconds including symbolic images, the message/slogan/ jingle, etc. You may record someone other than you or create a cartoon, however the audio recording **MUST** be your own voice. Fluidity, pronunciation, expression and marketing style will be assessed

1. 15-60 seconds long

2. Symbolic images

3. Message/slogan/ jingle

4. Audio recording

5. Fluidity

6. Pronunciation

7. Expression and marketing style

PART 3 : Analysis of your ad.

Use the criteria for the analysis of an ad to analyse your own add. See rubric in Assignment 1.

Project	1-Emerging	2-Developing	3-Proficient	4-Extending
Visual : Ads are clear, in colour and large enough to see details	formatting is awkward/difficult to analyze	formatting needs work; no colour, too small, unclear	formatting is appropriately clear and large; in colour	Excellent formatting; creatively presented
Writing	1-Emerging	2-Developing	3-Proficient	4-Extending
Length : 13 descriptive/ analyzing sentences+ Introduction & conclusion	Less than 13 sentences in all	Less than 15 sentences; possibly no intro/conclusion sentences	15-16 sentences including an intro & conclusion sentence; some reactions	17+ sentences including an intro & conclusion sentence; many reactions
Detail and information x8 Descriptions, analysis, opinions, comparisons, expression	Very limited detail	Includes some detail	Appropriate detail; good analysis, expresses many opinions/ comparisons, etc...	Extra detail; deep analysis, expresses many opinions/ comparisons, etc...
Accuracy Writes complete sentences using structures provided.	Structures are inaccurately copied; difficult to discern meaning	Structures are accurately copied; very repetitive	Structures are accurately copied with correct adaptations	Structures are accurately copied with correct adaptations and risks
Mechanics Correct spelling, punctuation capitalization, accents, past/future tense & single/plural accords.	Mechanics errors hinder the meaning	Mechanics errors may interfere with meaning or flow	Mechanics errors do not interfere with meaning or flow	Almost no mechanics errors
TOTAL	/24			