Appendix Q

**Making Healthy Choices Culminating Activity**

With a partner, you will come up with a new idea to promote healthy eating for teens. You will design a Print Advertising Campaign that will to educate and perhaps change someone’s mind about a particular food concern or issue in society. For example you may want to pitch a new catering option for your cafeteria at school or convince teens to drink water instead of sugary or caffeine beverages. Your goal is to come up with a “catchy” slogan and design TWO print ads aimed at delivering a message. Both ads should have the same logo and slogan.

Purpose: *to raise teen awareness of the potentially unhealthy food products on the market targeted towards teen/children. The Media sells junk food very well, so how can your campaign make them buy your product and/or make healthier choices?*

Target Audience – your peers

**PRINT ADVERTISIING CAMPAIGN CHOICES**

Your Print Campaign should contain 2 individual, different and printable but related and integrated designs pieces, which when combined, will form your dynamic Advertising Campaign

**Choose from any 2 of the following pieces:**

* Posters, Billboards, Brochures, Hand-bills, Computer Pop-ups, a Trading Card Deck, or webpage/electronic ad.

Think Words and Images to illustrate your story. You may draw, collage, photograph or follow your gut in the choice of still images-COPYRIGHT FREE IMAGERY ONLY-cite please. You will incorporate your *original slogan* in the final products. You may also incorporate a repeated image of your original Logo or image to represent ‘difference’ in your campaign. Think Nike Swoosh.

Research successful posters and ads. How do they appeal to your target audience with colour, creativity and emotion? (or music if a video/commercial)

Terms to Know

1. Define the word *slogan* as it is used to inspire and illustrate a message. Please

Slogan:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Define the word Logo as it will be used. Use a dictionary please

Logo:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Print (or audio/video) campaign will be used to encourage personal health and safety which may in turn help the environment.

**PSA Planning Form for a Group Advertising Campaign**.

|  |
| --- |
| * 1. **Who are your Advertising *Company Members***? What are their personal strengths: artist writer, creative ideas person, musician, photographer, researcher, animator, or organizer/manager, videographer etc?
 |
| * 1. What equipment do we need to accomplish our goals and what supplies are required? List below.
 |
| * 1. 3. What is your **chosen *genre/type/category* of Adverting Campaign?** Select 2 print or static visual material: Poster ( ), Greeting Card ( ), Billboard ( ), Screen Saver ( ), Trading Card ( ) Bumper Sticker ( ), Button ( ) Other \_\_\_\_\_\_\_\_\_\_\_
 |
| * 1. Describe the misconceptions/attitudes about your issue/target group.
 |

|  |
| --- |
| * 1. Explain the truths or realities that you wish to emphasize so that the myths are unlearned: (you can point to facts, consequences, or feelings that affect the target group or issue) 4 points
 |
| * 1. ***Persuade me/Sell you group’s Concept*:**. Explain why your group believes that this campaign would be successful, when others have not been for this Target Audience.
 |
| * 1. Write out your Group’s ***Original*** ***Catchy Slogan***: Remember that ‘less is more’ when it comes to Advertising Slogans-emphasize the memorable aspect of your slogan
 |
| * 1. Write a detailed **proposal** for your Advertising Campaign, as a whole, as well as reflecting or outlining the entire individual parts of your Campaign. Be sure to include a division of labour – including what needs to be accomplished, timelines and other group collaborative efforts. Brainstorm your concept below..
 |

**Differentiated options**

**CHOICES FOR A NON PRINT ADVERTISING CAMPAIGN**

\*Please remember that creating an original animation and/or video—editing is a very time consuming and will demand great co-operation and team work from your Advertising Team members. Also remember that your group must provide the necessary technology to accomplish your campaign objectives

* An Audio and or Video Campaign may also be selected. Keep it rated G rated or E for Everyone!
* A Video Campaign may be a choice of 3 short -20 second messages –with audio and video, or one long form Public Service Announcement -2 to 3 minutes-Live Action or Animation. Make your message Viral (think youtube.)
* You may also choose to create a series of 3 meaningful and thought –provoking messages through music and voice in the form of 30 second radio announcements which will be created to tell the over-arcing story-line of your message. Your Audio pieces, like your video pieces should be able to stand alone and yet when heard together will constitute a connected campaign –One message repeated 3 times for impact and story development.
* You may also choose the option of producing a song of any genre, which like the message or protest music of the 60’s reflects your meaning.

PSA Student Checklist

|  |  |
| --- | --- |
|  | Yes or No |
| Does your poster/brochure/ magazine ad have a large dominant image?  |  |
| Does your poster/brochure have a light background and some white space so that the eye rests? |  |
| Do you use simple phrases in three LARGE fonts or less?  |  |
| Is your poster readable from approx 6 feet away?  |  |
| Does it have a catchy and creative main slogan? |  |
| Layout is logical- eye flows from image to text and through the phrases  |  |
| Do you have a logo of your campaign that is found on all three print pieces?  |  |
| Does your overall idea appeal to the target audience? |  |
| Does your slogan send a clear message? |  |
| Does the text in the ad describe the important features of the product or message? |  |
| Did you proof read the final ad so it is free of spelling or grammar errors?  |  |
| Did you use original or copy free imagery or photography or cite any sources used? |  |
|  |  |

Nutrition PSA Rubric Group Names

Topic/Slogan\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Purpose\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Format\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Planning and Process /10 marks**

Proposal form details

Explanation of Purpose/Targets

Evidence of research/knowledge that explains the product’s benefits for the consumer.

Clear vision of campaign/ evidence of collaboration and creativity

**Print Campaign Features**

|  |  |  |
| --- | --- | --- |
|  | #1 | #2 |
| Layout Large dominant image on cover. Pleasing to the eye.Simple phrases on poster. Brochure uses headings/bullets & imagesUses a logical eye flow from image to text & through the phrasesBalance of white space so the eye rests. |  /5 |  /5 |
| Readability.Poster readable from 6ft away Headings use a larger font size and different colour to stand outAll wording stands out from imagesA Light coloured background (contrasting) |  /5 |   /5 |
| Message Creative main slogan that sends a clear important message.Text in the ad describes the important features of the product or message. Free of errors and appeals to target audience.Logo of your campaign is found on all print pieces. |   /10 |  /10 |
|  |   /30 |  /30 |