Year of the Summative: Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

THE TOPIC

Invent an advertisement and a marketing campaign for the product or service that you have selected from *Year of the Flood*. Demonstrate your understanding of the product or service and the techniques for marketing them as well as an understanding of the world of the novel. Make sure that your tactics are appropriate for your product or service. Essentially you are acting as an ad agency that is trying to sell its services to a corporation. Prepare a two-to-three minute audacity-podcast proposal that you will record on our designated period, in the library.

**Step One**: Select a product from the list.

**Step Two**: Record the most important quotation from the novel pertaining to that product or service.

**Step Three:** Establish your **purpose** and **target audience**

**Step Four:** Consider the **values** you wish to convey

**Step Five:** Create a **desire** in the consumers. What motivates the consumer to want the product or service? Use at least two **persuasive techniques**.

**Step Six: Describe the visuals that you will use.**

**Step Seven:** Ensure that text and images work together

Requirements:

Two-three minute proposal: Explain the product, relating it to specific information from the text. Connect the product or service to a real product or service. For example, Happicuppacino might connect to Starbucks’ True North Campaign. Explain the **target audience**, and rationalize **persuasive techniques** used to create a desire. Are there values you are exploiting? Spell these out in your Audacity podcast by using the vocabulary we have studied.

Advertisement: either a short commercial video (between 30seconds and two minutes), or an 8.5x11”print advertisement. CONVENTIONS: Either needs to have a **logo**, a **slogan**, and a **website** that connect to the techniques and values you wish to use.

Summative Rubric

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- |
|  | **Below One**  **0-5** | **Level One**  **5-6** | **Level Two**  **6-7** | **Level Three**  **7-8** | **Level Four**  **8-10** |
| **Layout/Craft**  **The physical ad itself**  **Conventions**  **Techniques**  Media  /10 | Insufficient use of conventions and techniques. Minimal craft | Layout makes little connection between the understanding of the techniques and conventions and the physical representation of them. Passable craft shown in advertisement. | Layout makes connections between the understanding of the techniques and conventions and the physical representation of them. A somewhat crafted advertisement. | Layout makes strong connections between the understanding of the techniques and conventions and the physical representation of them. A crafted advertisement. | Layout makes an extensive connection between the understanding of the techniques and conventions and the physical representation of them. An attractively crafted advertisement. |
| Ideas/Content LOGO  SLOGAN  URL  Images  /10 | Ideas show little command of the conventions of advertisement and an understanding of Year of the Flood | Ideas show a limited command of the conventions of advertisement and an understanding of Year of the Flood | Ideas show some command of the conventions of advertisement and an understanding of Year of the Flood | Ideas show a considerable command of the conventions of advertisement and an understanding of Year of the Flood | Ideas show an extensive command of the conventions of advertisement and an understanding of Year of the Flood |
| **Explanation**  /10 marks  (Oral Language) | Ineffective | Limited connections to:  the target audience, persuasive techniques, the novel, as well as comparative products and services | Some connections to:  the target audience, persuasive techniques, the novel, as well as comparative products and services | Worthwhile connections to:  the target audience, persuasive techniques, the novel, as well as comparative products and services | Outstanding connections to:  the target audience, persuasive techniques, the novel, as well as comparative products and services |
| Voice  /10 marks  (Oral Language) | Wooden or sarcastic. | Forced or ironic.  Uses vocal pitch, inflection, and volume with limited effectiveness | Somewhat forced or somewhat ironic: affected voice.  Uses vocal pitch, inflection, and volume with some effectiveness.  Several lapses. | Earnest and naturalistic.  Uses vocal pitch, inflection, and volume with considerable effectiveness. Momentary lapse. | Earnest, naturalistic, confident, and expressive throughout the explanation. Uses vocal pitch, inflection, and volume with a high degree of effectiveness |

Media mark /20 Oral Language /20

Comments: