

Good morning Grade 7s

12 May 2020

Advertising (continued)

Design your own advert

There are a number of things you need to consider when you design an advertisement.

- Plan the format of your advertisement: good design can make a difference!
- What is the purpose of your advertisement? Who is your target group?
- Your word choice is extremely important: use emotive words and persuasive language.
- Visual elements: size and type of font, headings, symbols and colours.

<u>Remember</u>: most advertisements have a logo and a slogan. Advertisers use manipulative, emotive language, such as adjectives and strong verbs to influence people to buy their products or services or to persuade them to change their point of view. Depending on the target audience, the language could be formal or informal.

Do classroom activity 7 p 111 in your jotter. (Do the planning today.)

You may not use existing logos and slogans, you must think up your own for you product or service. Be creative! Have fun!

<u>Remember</u> to plan, draft, edit and rewrite your advertisement. Don't forget to pay particular attention to the visual impact when designing your advertisement.

Reading: Read 5 pages from your reader.

Spelling: Write down the word, the meaning and use it in a sentence.

Homophones - Alike but Different

hear

here

know

no

principal

principle