Product Advertisement: Glamourize Object

Advertising is a form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand.

Advertising slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product.

Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action.

Marketing Mix
The marketing mix has been the key concept to advertising. The marketing mix was suggested by professor E. Jerome McCarthy in the 1960s. The marketing mix consists of four basic elements called the four P’s: Product is the first P representing the actual product. Price represents the process of determining the value of a product. Place represents the variables of getting the product to the consumer like distribution channels, market coverage and movement organization. The last P stands for Promotion which is the process of reaching the target market and convincing them to go out and buy the product.

STEP ONE: WATCH the following commercial on the school network: S://Mr. Arnett/AVI 4M/AVI 4M - Photography Project Choices/Product Advertisement Project/Dove Ad.htm

STEP TWO: ANSWER the following research questions on product advertisements on the attached sheet.

STEP THREE: BRAINSTORM possible objects you will consider to create a Product Advertisement for and then DRAW 3 conceptual sketches of possible ads for your chosen object – think about the 4 Ps – product placement etc.

STEP FOUR: WRITE a SLOGAN to appear in your advertisement to help sell/promote your product. (i.e. Coke is it!)

STEP FIVE: Get APPROVAL from the teacher for one of your conceptual sketches to be photographed. Consider product placement and lighting and with the assistance of Adobe Photoshop create your product Advertisement. Note: All photography must be taken by you, no stock imagery is allowed.

STEP SIX: REFLECT on your finished product advertisement once it’s finished by answering the following questions:

1) What aspect of your image do you find most successful and why?

2) What aspect of your image do you find least successful and why?

3) If you could do this project again, what changes would you make to improve it?
A) RESEARCH
1. What is advertising?

2. What is an advertising slogan?

3. What are the four P’s of marketing mix?
   1. P__________:
   2. P__________:
   3. P__________:
   4. P__________:

4. Is it ethical to use highly manipulated images in advertising (Dove Commercial etc.)? Why or why not? Explain.

5. How much digital manipulation is enough?

6. In what ways can photography be used to exhibit or facilitate transformation and change in advertisements?

B) Photographic/digital manipulation techniques used in my work and how they support my intended visual message:

C) REFLECT on your finished product advertisement once it’s finished by answering the following questions:

1) What aspect of your image do you find most successful and why?

2) What aspect of your image do you find least successful and why?

3) If you could do this project again, what changes would you make to improve it?
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<thead>
<tr>
<th></th>
<th>Level 0</th>
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<tbody>
<tr>
<td><strong>Knowledge/Understanding</strong></td>
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<tr>
<td>Demonstrates understanding of the</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>Student demonstrates limited understanding of the elements &amp; principles of design in the product advertisement with slogan.</td>
<td>Student demonstrates some understanding of the elements &amp; principles of design in the product advertisement with slogan.</td>
<td>Student demonstrates considerable understanding of the elements &amp; principles of design in the product advertisement with slogan.</td>
<td>Student demonstrates a high degree of understanding of the elements &amp; principles of design in the product advertisement with slogan.</td>
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<td><strong>Thinking/Inquiry</strong></td>
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<td>Product Advertisement with Slogan</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>Student depicts product(s) and slogan in product ad with limited effectiveness.</td>
<td>Student depicts product(s) and slogan in product ad with some effectiveness.</td>
<td>Student depicts product(s) and slogan in product ad with considerable effectiveness.</td>
<td>Student depicts product(s) and slogan in product ad with a high degree of effectiveness.</td>
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<td><strong>Communication</strong></td>
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<td>Clarity:</td>
<td>Work does not meet assignments expectations for this category. Incomplete.</td>
<td>Student discusses research questions in the artistic statement with limited clarity.</td>
<td>Student discusses research questions in the artistic statement with some clarity.</td>
<td>Student discusses research questions in the artistic statement with considerable clarity.</td>
<td>Student discusses research questions in the artistic statement with a high degree of clarity.</td>
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<td>Reflective Questions: Strength, Weakness &amp; Next Step</td>
<td>Incomplete.</td>
<td>Poor, yes/no answers/limited</td>
<td>Somewhat coherent and somewhat complete.</td>
<td>Clear and substantial answers.</td>
<td>Superior and insightful answers.</td>
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<td><strong>Application</strong></td>
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<td>Creative Process: Demonstration of Skill Development:</td>
<td>Incomplete.</td>
<td>Student demonstrates limited effectiveness in demonstrating the creative process and following procedures.</td>
<td>Student demonstrates some effectiveness in demonstrating the creative process and following procedures.</td>
<td>Student demonstrates considerable effectiveness in demonstrating the creative process and following procedures.</td>
<td>Student demonstrates superior effectiveness in demonstrating the creative process and following procedures.</td>
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<td>3 Conceptual Sketches with Slogans;</td>
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<td>5-6</td>
<td>7-8</td>
<td>8-10</td>
<td>5</td>
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<td>Digital Image : following procedures including Clean Up</td>
<td>Incomplete.</td>
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<td>Uses elements &amp; principles of design and photographic/digital manipulation techniques to produce an effective product advertisement with a slogan</td>
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A1. The Creative Process: apply the creative process to create a variety of artworks, individually and/or collaboratively;

A1.1 use various strategies, individually and/or collaboratively, with increasing skill to generate, explore, and elaborate on original ideas and to develop, reflect on, and revise detailed plans for the creation of art works that address a variety of creative challenges (e.g., extend their skills in using brainstorming, concept webs, mind maps, and/or groups discussions to formulate original and innovative ideas for an art work on a social or personal theme; use critical research skills to explore and elaborate on ideas; demonstrate fluency in formulating clear and detailed plans; demonstrate flexibility in revising their plans on the basis of reflection)

A1.2 apply, with increasing fluency and flexibility, the appropriate stages of the creative process to produce two- and three-dimensional art works using a variety of traditional and contemporary media (e.g., extend their skills in working with a range of media; demonstrate flexibility in revising plans in response to problems encountered during other stages of the creative process; reflect on the effectiveness of preliminary versions of their work, and revise the work on the basis of reflection and self-assessment)

A1.3 document their use of each stage of the creative process, and provide evidence of critical inquiry, in a portfolio that includes a range of art works created for a variety of purposes (e.g., ensure that their portfolio includes the following: evidence of critical inquiry associated with idea generation and elaboration; evidence of research on how different artists approach specific themes and/or use particular techniques that can be adapted in their own work; preliminary and final works to show evidence of thoughtful revision), and review and reflect on the contents of their portfolio to determine how effectively they have used the creative process

A2. The Elements and Principles of Design: apply the elements and principles of design to create art works for the purpose of self-expression and to communicate ideas, information, and/or messages;

A2.1 apply the elements and principles of design with increasing skill and creativity to produce two- and three-dimensional art works that express personal feelings and communicate specific emotions

A2.2 apply the elements and principles of design as well as a wide range of art-making conventions with increasing skill and creativity to produce art works that comment and/or communicate a clear point of view on a variety of issues

A3. Production and Presentation: produce art works, using a variety of media/materials and traditional and emerging technologies, tools, and techniques, and demonstrate an understanding of a variety of ways of presenting their works and the works of others.

A3.1 use with increasing skill a wide variety of media, including alternative media, and current technologies to create two- and three-dimensional art works for a variety of purposes

A3.2 use with increasing skill a wide variety of traditional and current materials, technologies, techniques, and tools to create original art works for a variety of purposes and audiences

B1. The Critical Analysis Process: demonstrate an understanding of the critical analysis process by examining, interpreting, evaluating, and reflecting on various art works;

B1.1 demonstrate the ability to support their initial responses to a variety of art works with informed understanding of the works’ artistic form and function (e.g., describe their initial response to an art work, and explain in detail how specific aspects of the work’s content, formal qualities, and media inform that response)

B1.2 deconstruct with increasing skill and insight the visual content and the use of elements and principles of design in their own art work and the work of others (e.g., extend their skills in identifying individual elements and principles and aspects of the visual content in an art work, interpreting their function, and analysing their effect; compare and contrast the use of shape, form, line, texture, space, and balance in Frank Lloyd Wright’s Falling Water and Moshe Safdie’s Habitat)

B1.3 explain in detail, with reference to a variety of historical and contemporary art works how knowledge of a work’s cultural and historical context, achieved through extensive research, has clarified and enriched their understanding and interpretation of a work’s intent and meaning

B1.4 describe in detail and reflect on with increasing insight the qualities of their art works and the works of others, and evaluate the effectiveness of these works using a wide variety of criteria (e.g., provide an informed explanation of why a work of art is, or is not, successful with respect to its ability to communicate a message or emotion, its technical and aesthetic conventions, its form and stylistic qualities, its originality)

B2. Art, Society, and Values: demonstrate an understanding of how art works reflect the societies in which they were created, and how they can affect both social and personal values;

B2.1 analyse, on the basis of research, the function and social impact of different kinds of art works in both past and present societies (e.g., how art works function to decorate private and public space, to investigate and draw attention to themes and issues, to criticize political policy and social norms, to satirize public figures, to memorialize people and commemorate events, to preserve aspects of a people’s culture; how works of art can symbolize political, religious, social, or economic power; the power of art to help change personal and public positions on social and political ideas)

C1. Terminology: demonstrate an understanding of, and use correct terminology when referring to, elements, principles, and other components related to visual arts;

C1.1 extend their understanding of the elements and principles of design, and use terminology related to these elements and principles correctly and appropriately when creating or analysing a variety of art works (e.g., when analysing how artists’ manipulation of space, movement, form, and proportion affects meaning in an installation or an environmental work)

C1.2 explain in detail terminology related to a wide variety of techniques, materials, and tools (e.g., techniques and materials associated with installation art; additive and subtractive techniques, digital manipulation, impasto, optical colour mixing, pointillism), and use this terminology correctly and appropriately when creating, analysing, and/or presenting art works
C1.3 explain in detail the stages of the creative process and the critical analysis process, and explain, using appropriate terminology, how these processes contribute to the successful creation and analysis of art works.

C2. Conventions and Techniques: demonstrate an understanding of conventions and techniques used in the creation of visual art works;

C2.1 extend their understanding of a wide variety of techniques that artists use to achieve a range of specific effects (e.g., techniques used to create a range of textures in an art work, to develop the connection and relationship between forms in a composition, to draw attention to specific parts of a work)

C2.2 extend their understanding of the variety of conventions used in visual art (e.g., allegory, appropriation, juxtaposition, synectics; conventions associated with formalism, objective and non-objective abstraction, propaganda, realism, social commentary), and explain in detail how they are used in a variety of art works.

C3. Responsible Practices: demonstrate an understanding of responsible practices in visual arts.

C3.2 demonstrate appropriate health and safety procedures and conscientious practices in the selection and use of various materials, techniques, tools, and technologies when producing or presenting art works (e.g., demonstrate safe practices when creating installations, assemblages, earthworks, constructions, multimedia projects; demonstrate appropriate protocols, deportment, and respect for others when working in a studio or visiting a presentation space).