

**Digital Technology using Design Thinking**

**Advertising and Media – Design Project**

**Driving Question:** How do we, as digital designers, create commercials and media that empathize and appeal to a group of people?

**Goal:**

Media bombards you on a daily basis. This year 58 billion dollars will be spent on advertising in the United States alone. By examining the effectiveness and appeal of advertisements to a particular audience, we can gain an understanding on how advertisements and commercials are personalized to our interests and needs.

**Task:**

In a group of 2, you will be participating in a commercial design project. You will be creating an item to advertise (e.g. piece of clothing, technology, or food). Students will then be asked to design an advertisement that empathizes with your target audience using the framework provided (i.e. taking feedback to refine and generate additional ideas). Make your design a reality and film, edit, and share your commercial.

**Commercial Design - Evaluation**

**Rubric:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | Approachingexpectations | Meeting expectations | Exceeding expectations |
| Justify how your commercial design appeals to your particular audience. | I attempt to justify how my commercial design appeals to my intended audience, but my reasons are not clear or well thought out. | I am able justify how my commercial design appeals to my intended audience and my reasons are clear and well thought out. | I can competently justify how my commercial design appeals to my intended audience and my reasons are concise, insightful, and thought-provoking. |
| Students are able to adhere to principles of design. | I attempt to adhere to the principles of design and follow criteria. | I am able to adhere to the majority of design principles and follow criteria. | I can confidently adhere to the principles of design and accurately follow criteria. |
| ***21ST Century skills:*** |
| Demonstrate the capacity to use video editing tools. | Editing tools / apps are difficult for me to use/use appropriately.  | I am able to use film editing software / apps somewhat effectively and appropriately. | I can competently use film editing software / apps effectively and appropriately. |

**Work Ethic:**

\*For GSN specifics see KLO Work Ethic Marking Scale

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| --- | --- | --- | --- |
| Criteria | G | S | N |
| Preparedness |  |  |  |
| Use of class time |  |  |  |
| Reliability |  |  |  |
| Organization |  |  |  |
| Assignment Completion |  |  |  |