

Invention/Science Career Advertisement Poster

Advertising tells people about a product or service and it usually focuses on the good parts to get people to buy it. Advertisements can be used to sell anything from plants and animals to organelles and time periods. In this assignment you will create an advertisement poster to sell your product.

1. **Select a Product** – Choose a famous invention or science career to make an Ad Poster.

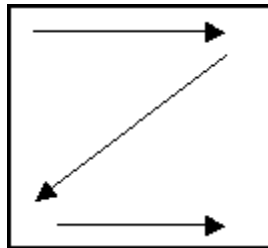


2. **Create an Ad Poster** - Use the advertisement elements listed below to help plan your ad. Look at ads you like to get ideas from them. Your poster must be at least 11 x 14. Your ad should include:
 - a. **Slogan** – Create a slogan for your product (invention, career) that will stick in people's minds.
 - b. **Image** – use an image that makes people feel good about themselves and the product.
 - c. **Grab Words** – a grab word should be one that grabs people's attention to your product. It's often written in a star, oval, or some eye-catching shape.
 - d. **Ad Copy** – is the text that convinces people your product is fun and exciting. Write something that combines your slogan, image, and makes you feel good about the product and yourself.



Advertisement Elements:

The "Z" Form: select any of the ads to demonstrate how eyes track over an ad. According to one theory, if you learned to read left-to-right (English, Spanish, French, etc.), your eyes will scan over the page from left-to-right in a "Z" form unless a design element directs your attention elsewhere.



Marketing firms use this theory to place ad elements where they will catch your eyes. There will be an element to lead your eyes in, something catchy in the middle, and the logo or message will frequently appear in the lower-middle area to the right.

Light Works: Human eyes tend to look towards a lighter color. Where are the lighter colors? Or is light color used to draw the eye to the product?