**[Advertisement](http://www.definedstem.com/product_view.cfm?asset_guid=cf05031b-1712-40d9-b173-052a62d4bcf2)**

**Intro:**

 Advertisements can be created through print, audio, and/or multimedia opportunities. Print advertisements encourage students to demonstrate content understandings through creative and expressive means. Students must utilize key vocabulary words and visual representations to make their point based upon important concepts and content. The format and structure of the advertisement must be considered and must help get the message across to the individuals viewing the advertisement in a definite space. The advertisement must be carefully constructed to make it memorable and appealing to consumers, and that the ways in which they try to convince consumers to buy products are similar to the ways they have been taught to write persuasively, using certain techniques and aiming toward a particular audience. To succeed, students will need to utilize creativity and organizational skills to create a meaningful advertisement.

**Alternative Names:**

 Advertisement, Banner Advertisement for Website, Commercial, Commercial Webcast, Electronic Billboard, Event, Marketing Design, Marketing Proposal, Media Advertisement, Newspaper Ad, Newspaper Advertisement, Newspaper Article/TV Commercial, Newspaper/Magazine Advertisement, Promotional Materials, Proposed Menu, Radio/Television Advertisement, Sales Promotion Article, TV Commercial

**Upper Elementary**

**Art/Media, Techniques, and Processes**

 Use different media, techniques, and processes to communicate ideas, experiences, and stories

 Synthesize the creative and analytical principles and techniques of the visual arts and selected other arts disciplines, the humanities, or the sciences

**Art/Structure and Function**

 Use visual structures and functions of art to communicate ideas

**Art/Symbols and Ideas**

 Select and use subject matter, symbols, and ideas to communicate meaning

**Language Arts/Writing**

 Use precise words and phrases, relevant descriptive details, and sensory language to capture the action and convey experiences and events.

**Technology/Presentation**

 Create a presentation including multimedia components and visual displays in presentations when appropriate to enhance the development of main ideas or themes.

 Design, develop, publish, and present products using **technology** resources that demonstrate and communicate curriculum concepts to audiences inside and outside the classroom.

**Middle**

**Art/Structure and Function**

 Employ organizational structures and analyze what makes them effective or not effective in the communication of ideas

 Select and use the qualities of structures and functions of art to improve communication of their ideas

**Art/Symbols and Ideas**

 Use subjects, themes, and symbols that demonstrate knowledge of contexts, values, and aesthetics that communicate intended meaning in artworks

**Language Arts/Writing**

 Use precise language and domain-specific vocabulary to inform about or explain the topic.

 Use precise words and phrases, relevant descriptive details, and sensory language to capture the action and convey experiences and events.

**Technology/Presentation**

 Use **technology** tools for individual and collaborative writing, communication, and publishing activities to create knowledge products for audiences inside and outside the classroom.

 Create and edit products in a variety of media environments to effectively communicate individual and group curriculum activities, ideas, or results to multiple audiences.