

Name: _____

Date: _____

Unit 3 ~ Writer’s Workshop Notebook

Student Instructions:

Complete the following learning guide as you work through the related lessons. You are required to **have this package completed BEFORE you go on to the next unit**. Do your best. Ask your home facilitator for help as needed and contact your teacher if you have further questions. See below for the Learning Guide marking rubric.

Home Facilitator Instructions:

As soon as your student has completed a worksheet or two, please mark and go over the answers with him or her. Talk about sections where the student excelled and sections where the student had any difficulty. Students learn more if they can get feedback as they progress through the course.

Ideas and Content	<p>No attempt was made to address any of the tasks.</p> <p><i>0 points</i></p>	<p>Overall a minimal effort was made to complete the tasks and/or it appears the selections were not read or viewed.</p> <p><i>1 points</i></p>	<p>While there is evidence of effort, one or more of the following is noted more than once or twice: 1. More detail is needed. 2. Readings were not understood. 3. Directions were not followed properly.</p> <p><i>2 points</i></p>	<p>Most work completed is accurate, and mainly shows evidence of careful analysis and thought.</p> <p><i>3 points</i></p>	<p>All or almost all work completed is accurate, and shows evidence of careful analysis and thought.</p> <p><i>4 points</i></p>
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Note: While marking on a scale of 4 the total points will be out of 16.

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3.1 Advertisements

Consider what you've learnt so far and take a moment to explore some ads on the internet, radio or TV. Once you've done so, complete the following chart, you can do so in point form:

Where do you see advertisements?	
What makes an advertisement effective?	
Who are the people that advertise?	
What do advertisers want you to think or do?	

[Return to the online lesson book](#)

3.2 Branding Tools

After having completed the quiz on branding tools and looking for important qualities of a logo or slogan, complete the chart.

Key Qualities of a Logo	Key Qualities of a Slogan

Return to the online lesson book.

3.3 Advertising Techniques

Complete the chart in point form note style:

Advertising Strategy	Summary Notes	Sample Advertisement	Target Audience
Ideal kids (or families)			
Family Fun			
Excitement			
Star Power			
Bandwagon			
Scale			
Put Downs			
Facts and Figures			

Repetition			
Heart Strings			
Sounds Good			
Cartoon Characters			
Weasel Words			
Omission			
Are You Cool Enough?			

Return to the online lesson book.



3.4 Two Different Audiences

1. Choose a product, service or issue to advertise.
2. Decide on your two target audiences.
3. Select your advertising technique(s) from 3.3
4. Plan a strategy – deciding upon images, design, logos, slogans, text, etc.

You will not actually need to create the advertisement, the purpose of the task is to select the appropriate strategy for the appropriate audience and product.

Planning Notes

Product / Service / Issue: _____	
Target Audience:	Target Audience:
Advertising Technique:	Advertising Technique:
Strategy Notes:	Strategy Notes:

Return to your online lesson book.

3.5 Advertising and Image

Time to write a reflection piece on the article you read. Discuss whether you agree or disagree with the author's point of view in the article. Be sure to give specific examples of ads to support your arguments.

3.6 Create your Own Product

You are in charge of designing an advertisement for a new product you invented (school appropriate). Fill out the information below as part of your planning and then create the advertisement.

Step 1: Product Name

Step 2: Product Company

Step 3: Product description: What exactly is your product? What does it do? What are the benefits?

Step 4: Who is the target audience?

Step 5: What pictures and/or images will you have on your ad? Why will you include those?

Step 6: What advertising techniques will you use? Explain. You must use at least two.

Step 7: What is the slogan or jingle for this product? You only have to have one or the other.

Once you've completed this planning sheet and received feedback from your teacher you can begin creating your actual advertisement. You can draw it or create it digitally.

Submit this writer's notebook to your instructor now.

