VISUAL PERSUASION

7TH GRADE ADVERTISING UNIT
We live in a multimedia world. Everywhere students turn, they are confronted daily with persuasive agendas. Students have traveled and experienced many more cultures than the generation before them. Media and advertising formats try to convince young people of what products to buy, what concepts to believe, and even personal images that they may adopt in developing their own style.

It is important that they are able to understand and interpret information that is being communicated to them as they begin to formulate life-long decisions. In turn, students communicate with similar symbols that they have been exposed to, therefore they need to select appropriate tools and develop skills that make clear statements and possibly even encourage creative, persuasive exchanges.
ESSENTIAL LEARNINGS

* Students will explore and discover how visual symbols have persuasively communicated personal and societal beliefs through history within many cultures.

* Students will examine the statements made in various artworks, then interpret how the art was further impacted by materials and techniques.

* Student will develop a criteria to evaluate WHICH formal elements and design principles develop compositions that most effectively portray the persuasive voice of the artist and HOW that is accomplished.

* Students will select an issue that is important to them personally and express their point of view, or make a visually convincing statement about a product or concept using formal elements and principles of design, as well as various media, technology and techniques.
### GROUP EXPLORATION

<table>
<thead>
<tr>
<th>ARTISTIC COMPOSITION</th>
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<tbody>
<tr>
<td>How can you draw “visual attention” to an image you want people to notice?</td>
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<tr>
<td>How can you move the eye across a composition?</td>
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<tr>
<td>Why is quality “craftsmanship” critical to a powerful design?</td>
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### VISUAL PERSUASION

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Why would the color red be a negative color to use in an ad or logo for a bank?</td>
<td>How is a radio ad appropriate in a visual art class? Is advertising an art form? Why?</td>
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<tr>
<td>What are the most important items to include in an advertisement? (name 3+)</td>
<td>Have you ever worked with Adobe Elements 6? How does it work?</td>
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<td>What is a “logo” and how does it help a company’s image?</td>
<td>What’s a “tag phrase”? How does it help a company’s image? Who uses “a dollop”?</td>
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### ADVERTISING APPROACHES

<table>
<thead>
<tr>
<th>Question</th>
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<tr>
<td>Which advertisement uses a public figure to represent their products?</td>
<td>Which advertisement uses a historical “tag phrase” to get your attention?</td>
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<td>How can businesses in a community benefit from supporting a school event?</td>
<td>Which advertisement do YOU benefit from by returning it to the store?</td>
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<td>What are “disclaimers”? Discuss examples from ads in front of you.</td>
<td>Which ad represents one of the greatest and first “artist/advertisers” of all times.</td>
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<tr>
<td>RESPONSIBILITIES AND LEVELS OF A BUSINESS (terms)</td>
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<td>The person whom purchases a product is referred to as a _________.</td>
<td>The initials, C.E.O. stand for what official business position?</td>
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<td>When a person or an organization provides a product or service for someone else, that someone else is considered the _________.</td>
<td>What would the responsibilities of an “art director” be like for a company?</td>
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<td>An “Industry” can be referred to as a general category that produces product or service in one area. Toyota represents what industry?</td>
<td>Describe what the responsibilities of a corporate “communications director” may look like.</td>
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<tr>
<th>TEAM RECORD name(s)</th>
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<tr>
<td>ELEMENTS OF DESIGN</td>
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<td>PRINCIPALS OF DESIGN</td>
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COMPOSITION
Use of Elements and Principles

- Principle and Element Charades
- Chinese carry-out boxes
- Themed still-life using bleach and color theory
- Patternscapes
- Wayne Thiebaud pastry shelf composition
ELEMENT CHARADES
(Positive/Negative Space)
PRINCIPLE CHARADES
(Variety/Emphasis)
Composition Assignments

- Chinese Carry-Out Boxes
  Themed composition with bleach and colored pencil

- Pattern-scapes

- Wayne Thiebaud pastry counter comositons
Students looked at the power of words and images to communicate a statement or to promote convincing attitudes toward a concept or product.

After looking at magazine ads that were built on parodies, students retained the image but replaced the phrases, or retained the phrase and applied to a new image to express a “pun” or a “play on words” with multiple meanings.
PARODY EXAMPLES
Last year’s 7th graders (this year’s 8th graders) help design a list of TAG PHRASES that sell current products. Students are further introduced to words supporting images by identifying which BRANDS use which tags and how they impact impressions. (A tune added to a phrase, becomes a “jingle”)

_________________ “Dew the dew”
_________________ “Just do it”
“Like a good neighbor, ______ ____ is there”
ADVERTISING AGENCIES

- Identify Advertising Agency / Develop Image
  - *CEO
  - *Communication Director
  - *Art Director
  - (EVERONE does EVERYTHING… different positions are responsible for different deadlines and due dates)
  - *Select an Industry
  - *Select a Client within chosen Industry
  - *Create a clever agency name, agency tag, agency icon
RESEARCH

Purpose: You must know your client in order to best promote their product or service

A. ADVERTISING AGENCY NAME:
   - Officers
   - CEO (Co-CEO)
   - Communications Director
   - Art Director
   General Industry Advertising Agency Represents:

B. CLIENT PROFILE (information about one specific client represented)
   - Name of Client:
   - General Descriptions: (Use complete sentences, not lists.)
     * Client history
     * Client product or services
     * Client involvement with community (local or global)
   - Locations:
     * Home offices
     * Warehouse or source of shipping (explain)
     * Addresses, Websites, Phone numbers, Contact info
   - Holdings:
     * How many stores, employees, (if they have stock on Wall Street) what was last years gross income or $ per share

C. CONSUMER PROFILE (DEMOGRAPHICS OF THE CUSTOMER)
   - Age Group
   - Most common hobbies or interests
   - Average Household Income
   - What media is used for shopping – 3 best places or ways to connect buyer with product
Steps to using Photoshop (Elements 6)

- LOGIN to your personal folder
- Open (double-click) applications
- Open (double-click) Adobe Photoshop Elements
- Double click “Start from Scratch”

SETUP “New File” registry
- Name: your client’s name
- Size of format: 4.5 INCHES by 4.5 INCHES (to fit cover of DVD case when presenting total sales campaign)
- Resolution: 72 (good clarity and brilliance of color when enlarged, but space saving and economical for school use)
- Check your neighbors registry; hit ok; look for visual clues to show correct information was plugged into the registry

INSTRUCTION AND LEARNING
Discuss and experiment with “layering” format of program
Begin design by discussing and experimenting with text options
Identify and practice using various basic tools, such as paint, draw, move, sizing, etc. and their menus
Discuss an experiment with downloading images from online or other electronic resources such as cameras, phones, etc.
Discuss and experiment with special effects tools

ASSIGNMENTS - Adobe Photoshop Elements will be used for:
*Parody make-over (to introduce and experiment with the use of the software)
*Final design for company logo
*Newspaper/Magazine ads (developed by each individual, then final copy on one team members computer and submit
LOGO DESIGN

- REQUIREMENTS:
  - *CLIENT NAME in prominent view (emphasis)
  - *Clever yet meaningful and easily understood TAG PHRASE
  - *ICON OR IMAGE that represents company or brand and downloaded from internet or electronic device
  - *FILTER or SPECIAL EFFECT is used on background or icons
  - *Shapes, colors, sizes and test draw eye to simple, powerful statement
  - Format 4.5” x 4.5” Resolution 72
HAND DRAWN LOGO IDEAS
NEWPAPER/MAGAZINE DESIGN

- REQUIREMENTS

- *CLIENT NAME in prominent view

- *Clever, yet meaningful and easily understood TAG PHRASE
  
  *EVENT that establishes a THEME for the advertisement
  (Either the event or the client name should be the focal point)

- *LOGO, ICON or IMAGE should also be prominent and consistent with other products

- *Complete ad should identify at least three of the following:
  
  Dates
  Location (city and street)
  Phone/fax numbers and/or web address(es)
  Business hours
  Payment plans
  Sales staff names/and or pictures
  Any special facts or instructions, or features of the event
Kearney Hub

- The Kearney Hub reaches over 30,000 readers daily and nearly 33,000 on Saturday. That represents half of all the adults in our retail trade area.
- 49% of the Kearney Hub readers are men, and 51% are women.
- 75% of households we reach are in the over $25,000 income category.
- The Kearney Hub is the overwhelming choice (49%) as the top source of information on where to shop in Buffalo County.
- The Kearney Hub is the top advertising source for entertainment information.
- Newspaper is one of the main tools used by local business for recruiting new employees.
- The Kearney Hub is the media source that carries the most useful local advertising (54%).

Source: CDS, 2001
EXAMPLE LOGO AND NEWSPAPER IMAGES

Buckle
Get your fashion fix

Buckle
April 1st-15th
Spend $300 or more and get a free bag of your choice!
Any Buckle near you!
Week days- 9am-9pm.
308-555-5555
Contact us if questions.
Get your fashion fix.
For more information go to www.
Starbucks' Double-Shot Coffee Days
Yes, we're serious!
Every Monday in October, double your purchase for free!

Starbucks... where the coffee is... coffee time

Sharpee Club and Sharpee Athletes Day
Saturday, December 1
One hour in every two wins a sharpened famous athlete's autograph on a Sharpee from the personalized marker series

Go to Sharpee.com to find a location near you
30 SECOND AUDIO AD – Same info as newspaper (too long = cut off / too brief = waste of budget)

May use background instrumentals or sound effects (must not have lyrics played at same time as voices)

Must NAME COMPANY at least 3 to 5 times in 30 seconds

Explain special EVENT
Identify DATES, HOURS, ADDRESSES, WEBSITES

CLOSURE: with name, tag and memorable last 3 seconds!
RADIO AD USING GARAGE BAND
TELEVISION ADS

- 60 SECOND VIDEO AD  Same info as newspaper and radio  
  (too long = cut off / too brief = waste of budget)

PROPS AND BACKDROPS help tell story or narrative VISUALLY

Allowed to stop cameral and begin again nor more than two times and appear seamless

Script must be MEMORIZED so movement and story flows with no outside distractions

Evidence of BRANDING (name, icon, tag phrase, possible jingles) are all evident!

Must NAME COMPANY at least 3 to 5 times in 30 seconds

Explain special EVENT: Identify DATES, HOURS, ADDRESSES, WEBSITES

CLOSURE: with name, tag and memorable last 3 seconds!
EXAMPLE TELEVISION AD
EXAMPLE TELEVISION AD

DISH IT • TOP IT • WEIGH IT
PACKAGING

- Package will be a creative solution to hold specific, or general contents sold by the client.
- It cannot be in the form of a plastic sack, paper bag, nor a traditional shoe or dress box.
- It must however, reflect the image of the contents inside.
- It should also have:
  * Clients name with new image and tag phrase
  * Labeled content information (if appropriate)

Also consider:
* Eco-friendly materials (bio-degradable)
* Recyclable or MULTI-PURPOSE after purchase
* Affordable to produce
* Functionality (now and/or after the sale)
* Multi-featured (compartments for “add-ons”)

ADDITIONAL COUPONS/PROMOTIONS/DISCOUNTS INCLUDED
PACKAGING PROCESS AND EXAMPLES
AD CAMPAIGN PRESENTATION TO BOARD OF DIRECTORS

- **Purpose:** to convince your client of how your packaging design will encourage more business for the company and therefore stimulate profit (MAKE THEM MORE MONEY)!

- **PRESENTATION** must include:
  - *INTRODUCTION* of Advertising Agency by agency name and as individuals, by name and office in the agency
  - *IDENTIFICATION* of the client products and services that you are promoting for them in your campaign
  - *REVIEW* the new design features you’ve created, such as:
    - Logo
    - Tag Phrase (and possibly jingle or mascot)
    - Special Event as promoted through various media such as newspaper, magazines, radio, television, billboards or bench ads
RULES OF SALES CAMPAIGN PRESENTATION

*Visual presentation must be professional (dress, posture, voice and attitude)!

*Board may pose questions, but must begin with a compliment, followed with sentence starters such as, “Have you considered ___?” or “Could you please explain or give an example of how ____?”

*Three questions may be asked by Board. Board member’s questions and approach are also being evaluated for their professionalism and extended learning opportunities as well. (We discuss “Quality Control”)

BOARD PRESENTATION CRITERIA
Elements of Art/Principles of Design
Composition
Color Schemes (monochromatic, analogous, compliments)
Parodies
Tag phrase/Catch Phrase
Jingle/Mascot
Ad Agency/Board of Directors/CEO/Quality Control
Industry / Client / Consumer
Logo/Slogan/Icon
Photoshop tools (from move tool to layering)
Demographics
Air time, Green screen
Coupons, Promos, Add-ons
TECHNOLOGIES IMPLEMENTED

- *GOOGLE OR ONLINE SEARCHES (research)
- *PHOTOSHOP (logos and newspaper ads)
- *GARAGE BAND (radio ad)
- *IPAD or IPHONE (recording television ad)
KLT
Keep Learning on Track

- CLEAR LEARNING GOALS
- STUDENT ENGAGEMENT
- FEEDBACK
- CLOSURE
- RELATIONSHIPS