

Fears, Passions, & Egos

An exploration in creating propaganda.

<p>Learning Targets:</p>	<p>Most successful advertising works to stimulate emotional responses from its audience. Among the most commonly pressed are our fears, passions and egos. Design and defend a poster style print ad to persuade an audience of a concept through a real or perceived fear, passion, or their ego.</p>
<p>Planning Sketches: Evidence of exploration and research.</p>	<ul style="list-style-type: none"> • a list or thumbs of 5 different ideas • at least three drawings (thumbs) of your best idea to explore the potential different compositions. • Research for credibility
<p>Poster:</p>	<ul style="list-style-type: none"> • Ad created using professional tools, inDesign, PS, or Illustrator. • Fonts are appropriately selected. • Aesthetic devices are employed to stimulate emotions of a target audience. • Sticks to a coherent pallet of up to 3 hues. • Images are original or legally obtained (NOT copied from an internet source) • The overall message is clear & engaging to a target audience.
<p>Typed Rationale:</p>	<p>One page typed rationale that clearly lays out your thoughts of:</p> <ul style="list-style-type: none"> • Design intentions and reasons for pursuing this idea. • Design results, outlining what you believe you communicated, your strengths in the design and perceived weaknesses. • edited for spelling, grammar, flow. Include a title and your name.

90-100: Exemplary

75-85: Achieving Targets/ Proficient

60-70: Developing

<55: Basic, at a beginning point.

	Feedback:
	
	
	