English 8 *The Hunger Games* **Tribute Advertising Poster Assignment**

Objective:

You will each complete an 8x11 advertisement promoting your Tributes.

Procedure:

1. Use of the techniques advertisers use with the goal of getting sponsors for your ads (pathos, logos, and ethos, and others)
2. You ad must include:

1. A **heading /subheading**

* Original slogan less than seven words (eg: Just do it!).
* mention the Tributes
* use attention grabbing words

2. An **Illustration**

* a photo or drawing

3. **Copy**

* avoid a lot of writing
* explain skills of your tributes
* use imaginative words

4. **Signature**

* some form of District identification

C. On a separate piece of paper, write a 6-8 sentence paragraph describing the techniques you chose to use in your ad and why you think they will be effective.

Be creative!!! **DUE DATE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The rubric below will be used to evaluate your ad.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | **Level 1** | **Level 2** | **Level 3** | **Level 4** |
| Headings, illustration, copy & signature all provided in each ad with detail + creativity is evident  **/15 Application** | Criteria has been provided with a limited degree of effectiveness | Criteria has been provided with a moderate degree of effectiveness | Criteria has been provided with a considerable degree of effectiveness | Criteria has been provided with a high degree of effectiveness |
| Explanation provided for layout of each ad is specific + detailed  6-8 sentence paragraph describing techniques you chose + why you think they will be effective.  **/10 Communication** | Criteria has been provided with a limited degree of effectiveness | Criteria has been provided with a moderate degree of effectiveness | Criteria has been provided with a considerable degree of effectiveness | Criteria has been provided with a high degree of effectiveness |