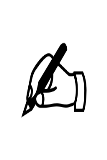
**Designing an advert**

**TASK –** Choose a product to advertise. It could be a product which already exists or one you totally make up!

Your product must be either:

1. A chocolate bar/item of confectionary OR
2. A game

Complete the planning grid before you start your poster.

|  |  |
| --- | --- |
| **Audience**🡪 Who is the product aimed at – adults, children, boys, girls? Will the poster need to appeal to one audience or more than one audience? Explain your answers. |  |
| **Presentational Devices** 🡪 Which colours will you use and why? |  |
| **Presentational Devices**🡪 What title/heading will you use? What kind of font will you use? Why? |  |
| **Persuasive Techniques** 🡪 Try and get as many of them on the advert as you can.  **Alliteration**  ( repetition of consonant sounds e.g. happy, healthy and hilarious!)  **Fact**  **Opinion**  **Rhetorical Question**  (to make the reader think e.g. Don’t you want to help?)  **Emotive Language** ( to make the reader feel an emotion e.g. traumatised cats; unhappy dogs)  **Statistics** ( a percentage to try to prove how fantastic your product/service is e.g. 97% of people say it has changed their lives)  **The rule of THREE** ( three words together to strengthen an idea e.g. a brighter, happier whiter smile!) |  |