

Grade 7 Literacy  
Week of December 7 – December 11

**Lesson 4: Writer's Workshop - Planning**



It is now time to start planning for your final assignment, creating your own product and advertising for it.

You can produce your ad in the media form of your choice. This could be:

- a poster
- a magazine or newspaper ad
- a webpage
- an audio-taped radio commercial (write up your text before you record it)
- a video-taped TV commercial

Here are some tools that you may find useful for creating the advertisement for your product.

Tools to help:



## 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

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Step 2: Product Company

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

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Step 4: Who is the target audience?

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

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

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

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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.