

UNIT 4 - Promotion Campaign & Selling

May 2

Essential Question	How do you create an effective print advertisement?
Class Outline	<p>1) Watch PCTV Announcements</p> <p>2) Take the first 15 minutes of class to brainstorm how you are planning on laying out your Magazine ad. Use your sketch sheet as your sample.</p> <p>3) After looking through the real-life examples of magazine ads last Friday, you started to see four key components all magazine ads possess. Those include:</p> <ul style="list-style-type: none"> • Headline • Copy • Illustration • Signature <p>Mr. V will show you how to create a two page spread with a 0.5 inch Bleed area on your page. Today, we will discuss adding background color, and text.</p>
Notes	None
Homework	None

May 3

Essential Question	How do you create an effective print advertisement?
Class Outline	<p>1) Watch PCTV Announcements</p> <p>2) Yesterday you were introduced to Adobe InDesign. Open your two page Advertisement you started yesterday. If you missed yesterday, please be sure to check with your neighbor on how to create your blank document and set your Bleeds and Margins.</p> <p>3) After looking through the real-life examples of magazine ads last Friday, you started to see four key components all magazine ads possess. Your Magazine ad should contain the following parts.</p> <ul style="list-style-type: none"> • Headline (Attention grabbing sentence or a few words that draws you in.) • Copy (The selling message. Think about using your Features and Benefits you created earlier.) • Illustration (A picture, drawing, or photograph to help showcase your product.) • Signature (Company Name, or where you can find the product.) <p>Using tools available in Adobe Indesign, develop a professional looking magazine ad for your product. For those groups who may not have</p>

	<p>pictures of your actual product, here are a few links in case you need a picture of your product.</p> <ul style="list-style-type: none"> • Coffee Mug • Water Bottle • Hat
Notes	None
Homework	None

May 4 (Early Release)

Essential Question	How do you create an effective print advertisement?
Vocabulary Quiz Update	Next week we will have a Vocabulary Quiz. Make sure to take a look at your Vocab Sheet to study between now and then.
Class Outline	<p>1) Work day for your Magazine Ad.</p> <p>After looking through the real-life examples of magazine ads last Friday, you started to see four key components all magazine ads possess. Your Magazine ad should contain the following parts.</p> <ul style="list-style-type: none"> • Headline (Attention grabbing sentence or a few words that draws you in.) • Copy (The selling message. Think about using your Features and Benefits you created earlier.) • Illustration (A picture, drawing, or photograph to help showcase your product.) • Signature (Company Name, or where you can find the product.) <p>Using tools available in Adobe Indesign, develop a professional looking magazine ad for your product. For those groups who may not have pictures of your actual product, here are a few links in case you need a picture of your product.</p> <ul style="list-style-type: none"> • Coffee Mug • Water Bottle • Hat
Notes	None
Homework	None

May 5

Essential Question	
Class Outline	<p>1) Introduction to your new Business Teacher - Ms. Killion</p> <p>2) Field Trip to the Student Store</p> <p>3) Brainstorm ideas for the 2017 Student Store in Region A.</p>

Notes	None
Homework	None

May 6

Essential Question	How do you create an effective print advertisement?
Class Outline	<p>Wrap-up day for your Magazine Ad.</p> <p>Your Magazine ad should contain the following parts.</p> <ul style="list-style-type: none"> • Headline (Attention grabbing sentence or a few words that draws you in.) • Copy (The selling message. Think about using your Features and Benefits you created earlier.) • Illustration (A picture, drawing, or photograph to help showcase your product.) • Signature (Company Name, or where you can find the product.)
Notes	None
Homework	Save your Magazine Ad as a PDF document and save it in your Unit 4 Promotion Campaign Folder.