Names_____ Date_____

Task: Using your understanding and knowledge of propaganda techniques, you are going to create a product advertisement that incorporates at least 2 of the propaganda techniques you learned about.

Directions:

1. Decide on a generic product you want to develop an ad for (no brand). Some examples are sneakers, pop, candy, cereal, clothing, etc. Consider your audience to be someone your own age.
2. Create a name for your product.
3. Design a slogan.
4. Design a logo.
5. Incorporate at least 2 propaganda techniques into the overall ad.

- Advertisements should be colorful, neat, and appeal to a teen audience.
- Illustrations can be freehand or can be taken from the Internet (Remember, the products need to be generic, so the images should be generic, too.).