

Making a TV Ad

You have two choices, you can do an ad for one of the following fictional products -

Food & Drink

1. **InstaMeal 3000** – A packet that turns into a full-course meal when you add water.
2. **Infinite Ice Cream** – A cone that never melts and never runs out.
3. **Mood Mints** – Mints that change flavor based on your emotions.
4. **Zing! Energy Water** – A drink that instantly wakes you up but has hilarious side effects.
5. **Pizza in a Pill** – One tiny pill gives you the taste and satisfaction of eating an entire pizza.

Tech & Gadgets

6. **Homework Vanisher** – A device that makes your homework disappear (but not your teacher's memory of it!).
7. **Time Tuner Watch** – Lets you skip boring moments or rewind your best ones.
8. **Auto-Pilot Pen** – A pen that writes your notes for you while you daydream.
9. **Dream Projector** – A device that turns your dreams into movies.
10. **Emoji Translator Glasses** – Instantly converts real-life emotions into emojis above people's heads.

Fashion & Accessories

11. **Chameleon Clothes** – Outfits that change color and style depending on the weather.
12. **Gravity-Defying Sneakers** – Shoes that let you walk on walls or float for a few seconds.
13. **Instant Outfit Generator** – A wristband that instantly dresses you in the perfect outfit.
14. **Invisibility Hoodie** – Makes you disappear when you pull the hood up.
15. **Anti-Embarrassment Belt** – Vibrates when you're about to say or do something cringe-worthy.

School & Productivity

16. **Auto-Answer Backpack** – Whispers test answers in your ear (ethically questionable but fun!).
17. **Teleportation Bus Pass** – Instantly teleports you to school when you're running late.
18. **Distraction Blocker Headphones** – Automatically mute all background noise and nonsense.
19. **Forget-Me-Not Notebook** – Magically remembers everything you've ever written down.
20. **Excuse Generator App** – Comes up with creative and believable excuses on demand.

Pets & Creatures

21. **Mini Dragon Pet** – A pocket-sized dragon that breathes tiny flames.
22. **Mood Mirror Cat** – A pet that changes colors based on your mood.
23. **Pocket Yeti** – A fluffy creature that keeps you warm in the winter.
24. **Unicorn Seeds** – Sprinkle them and grow your own tiny unicorns.
25. **Talking Goldfish** – A fish that gives surprisingly wise advice.

Entertainment & Fun

26. **Personal Theme Song Speaker** – Plays the perfect song every time you walk into a room.
27. **Adventure Door** – Opens into a different exciting location every time you use it.
28. **Infinite Bubble Wrap** – A sheet of bubble wrap that never runs out of pops.
29. **Hologram Concert Cube** – Projects any concert in history in your room.
30. **Laugh Spray** – A spray that makes everyone around you start laughing uncontrollably.

Or

You and your group are to make a 30-second TV-style commercial advertising this course, Media Design 11.

The goal of the ad is to encourage future students to sign up for it in years to come.

You need to workshop what is attractive about this course, what kind of people it may appeal to, and identify the sell-able features. Then you need to develop a punchy strategy and design motif to sell it. Remember, you are advertising, so you *embellish, omit, obscure, or augment* (read: lie) to make things sound as good as they could be.

Your ad should have the following:

Purr Words

Colour Scheme

An Advertising Strategy (from the worksheet)

Catchy Slogan

Assessment

Process

Purr Words	_____
Colour Scheme	_____
An Advertising Strategy	_____
Catchy Slogan	_____
Uploaded to YouTube	_____
Clear technicals (audio and video)	_____

Competencies

- Analyze the design for the life cycle and evaluate its impacts
- Identify and apply sources of inspiration and information
- Choose an appropriate form and level of detail for prototyping, and plan procedures for prototyping multiple ideas
- Explore existing, new, and emerging tools, technologies, and systems to evaluate suitability for their design interests
- Establish a point of view for a chosen design opportunity

Strategy	How it is Used	Intended Effect
Bandwagon	Uses the argument that a person should believe or do something because 'everyone else' does	-- consumers buy the product because they want to fit in -- people assume that if others buy it, it must be good
Bait and Switch	Dishonest tactic in which a salesperson lures customers into a store with the promise of a bargain	-- consumers are persuaded to buy a more expensive item
Celebrity Spokesperson	Uses a celebrity or famous person to endorse a product	--consumers transfer admiration or respect for the celebrity to the product
Emotional Appeals	Make viewers feel certain emotions, such as excitement, sadness, or fear	--audience transfers that feeling to the product
Glittering Generalities	Emphasizes highly valued beliefs, such as patriotism, peace, or freedom	--consumers accept this information, often without enough real evidence to support the claim
Humour	Used to make audiences laugh, but provides little information about the product or service	-- consumers remember the ad and associate positive feelings with the product
Individuality	Appeals to consumers' desire to be different from everyone else: the opposite of the bandwagon appeal	-- consumers celebrate their own style, or rebel against what others are doing -- consumers perceive the product as unique, stylish, or cool
Name-calling	Attacks people or groups to discredit their ideas	-- consumers focus on the attack rather than the issues
Plain Folk	Shows ordinary people using or support a product or candidate	-- consumers trust the product because it's good enough for 'regular folks'
Product Comparison	Compares a product with the 'inferior' competition	-- consumers believe the feature product is superior
Heartstrings	Pulls at our emotions	-- consumers believe 'it's the right thing to do'
Repetition	The name or image of the product is repeated many times	--consumers remember the product