Mario Kart Media Literacy Unit
Project - Print Advertisement

<u>Learning Targets</u>
I can:
- **brainstorm** ideas for a print ad
- **utilize** Google Drawing to design the ad
- **apply advertising concepts** to a print advertisement
- **design** a print ad about the Mushroom Cup event

<u>Project Description</u>

You will be brainstorming ideas and designing a print advertisement about the upcoming Mushroom Cup tournament coming to Manchester, CT. This is a FICTITIOUS event that you are pretending is real.

The advertisement will be created using Google Drawing or Canva. You can include images from the Internet in the project, as well as designing your own elements using shapes and text.

Keep in mind the design elements discussed in class about what makes an effective print ad.

You will be graded on design, creativity, and effort.

Required Elements

Your ad MUST include the following items <u>in addition to</u> your own ideas:

1. **The Wii or Nintendo logo somewhere on the ad (PNG) OR design your own**
2. **The Mario Kart logo somewhere on the ad (PNG) OR design your own**
3. **The date and location of the Mushroom Cup**
   a. **June 2024 in Manchester, CT**
4. **A picture (or series of pictures) related to Mario Kart (PNG)**
   a. **The images you choose need to be cited in Comment boxes on the side**

5. The logo for your production company (.jpeg from your original drawing).