# ADVERTISING

## INTRODUCTION

Communicating elements of the world around us in meaningful and impactful ways is as important as knowing the world. Advertising is a form of communication used to increase awareness of a product or service. In most modern situations, advertisements encourage the audience to purchase or use the product or service.

**Learners begin** by reinforcing their knowledge of how to take good photographs and explore image editing features such as selection, cropping, layers and effects to plan and create digital advertisements.

**Learners exit this module** with an understanding of how to create different advertisements for different target audiences and the need for it in the digital world we live in using image editing techniques.

**This module is a part of** the "BE - THE DIGITAL NATIVE" series.

## SESSION EXPERIENCE

1. **Tuning in:** Understand the module structure and goals. Learn the use of tools used in the module, including tablet camera and image-editing techniques.

2. **Personal Color Wheel:** Create a color wheel by adding photographs corresponding to colors on the wheel.

3. **Create an Advertisement:** Create an advertisement for a product with a slogan and a call-to-action statement.

4. **Ad Campaign:** Develop two advertisements for a product targeting two different market segments using the photo editing software.

5. **Sell an Imaginary Product:** Create an advertisement for a highly useful imaginary product designed for the future.

6. **PSA Challenge 1:** Design an Ad campaign to educate citizens about a 'public service' concern such as smoking, littering, etc.

7. **PSA Challenge 2:** Create the ad campaign designed previously using a photo editing software.

8. **How did I do?:** Reflect on the learnings from the module: ad tag-lines, slogans, call-to-action statements and target segments. Present work done to peers.

## Learning Objectives:

Learners will:

1. Be able to understand tag-lines, slogans and call-to-action statements in an advertisement.
2. Understand the concept of target segments and advertising campaigns.
3. Use tablet camera proficiently.
4. Use image editing features.
5. Conduct research and create digital artifacts.
6. Engage in active collaboration, communication and design thinking.

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