**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Team Members:**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- |
| Advertisement Blueprint |
| The product we have chosen to advertise is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Briefly describe your product. * What does it do?
* What is it used for?

 * What makes it unique?
 |
| Our target audience will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Briefly describe your target audience.* Age?
* Interests?
* Likes/Dislikes?
 |
| The propaganda techniques we will use will include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| Briefly explain how you will incorporate the above techniques into your commercial/advertisement. |
| We will create our commercial/advertisement using : (circle one)Windows MovieMaker (a commercial)Microsoft PowerPoint (billboard/commercial)Poster (magazine/newspaper ad) |
| What are some points we plan to emphasize in order to persuade our target audience to purchase our product? |
| How might we incorporate multimedia features to enhance our product?(Sound, Graphics, Video, Image Design, etc) |
| Using principles of image design, what are some things you will do to make your product seem more appealing? |