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

**Team Members:**

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

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

|  |
| --- |
| 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? |