Writing Challenge #6: Design Your Own Food (advertisement)

**Directions:** Using as many of the advertising strategies as possible, create your own unique brand of food to sell.

**Your advertisement must:**

* portray a type of food that is (or, at least, could be) real
* provide a catchy name for the food
* promote the purchase of the food
* completely fill a large sheet of paper
* be colorful
* be neat and easy to read
* be unique -- different from those of your peers
* represent quality work

**Written explanation (1-pg minimum):**

* must be taped to the back of your poster
* must explain what group of people you’re targeting
* must explain which strategies you used and why you used them
* must be in paragraph form
* must be titled
* must be typed (*12 pt., Times New Roman, and double-spaced*)

**Your project will be graded by the following criteria:**

* Food has an original, catchy name \_\_\_\_\_\_\_\_\_\_ 2pts
* Advertisement fills whole paper \_\_\_\_\_\_\_\_\_\_ 3pts
* Advertisement is persuasive \_\_\_\_\_\_\_\_\_\_ 5pts
* Used multiple advertising strategies \_\_\_\_\_\_\_\_\_\_ 5pts
* 1-pg written explanation (followed above directions) \_\_\_\_\_\_\_\_\_\_ 15pts
* Project reflects quality work \_\_\_\_\_\_\_\_\_\_ 10pts

**Total possible \_\_\_\_\_\_\_\_\_\_ 40pts**