

Project #4: Advertising Discourse Image Correction**Due: Wednesday, December 3 at the beginning of class**

Using Photoshop, or similar software, alter an advertisement to make an existing product/message more accurate. Think of this as a persuasive visual assignment with the goal of image correction. The project must also include a three page paper in which you analyze the original ad and justify your new artistic choices.

- 1) **Topic**-The first step, of course, is to find the ad that you will be analyzing. Look at lots of magazines to find an ad that you find particularly interesting; you won't be able to write an engaging essay if you aren't engaged with the ad! I would also suggest hanging on to the magazine that the ad is in to help you decide who the audience for the ad is by analyzing who the magazine is targeting.
- 2) **Multimedia Component**- Create an ad in response to the one you're analyzing, in order to start a dialogue with both words and images to "talk back" both to the advertiser and to the intended audience. The idea is that if classmates would see the two ads together, they would see a connection and a conversation that would enable them to think about the advertised idea/product/service differently than they would if they saw the existing ad alone. The ad you create should say what you say in your following essay, but in a different medium. You can use whatever image creation software works for you to alter the image, but remember that the START lab in the basement of Coates offers free Photoshop trainings.
- 3) **Writing the Report**-You will write a minimum of 3 pages (Times New Roman 12 pt. font with 1" margins). This paper should first analyze the original ad closely by answering the following questions a) What is the ad for? What does the ad look like? b) Who is the audience for the ad? How do you know? How would you describe them? How would you characterize their interests and desires? What assumptions are the writers of the ad making about the people who make up the audience? c) How is the ad designed to appeal to that particular audience? What message(s) do the designers of the ad want to give them? What is the ad "really" saying, using specific words or images from the ad as evidence? d) Based on you analysis, what response should the audience have to the ad?

This paper should also explain to the reader why you have changed the ad in the way that you have. How does your new ad change the message of the original ad while still appealing to the same audience?

- 4) **Presentation**-Each student must present their original ad and "corrected" ad to the class on either Wednesday, December 3 or Thursday, December 11. Your classmates will want to see these ads so PowerPoint, a handout, or simple use of the document camera should prove helpful. You will also have to walk your classmates through the analysis of your original ad, touching on the main points of your essay, and explain to them why you made the modifications to the ad that you did. These presentations should only last approximately 5 minutes.

Grading: Your project will count for 20% of your final grade and must be completed to pass the course. All work must be completed on time. Any exceptions should be cleared with me 24 hours ahead of time or be accompanied by written verification of an excused absence. Late assignments will have 5 points deducted from them per day.

Project #4: Advertising Discourse Image Correction Worksheet**Due: Monday, November 24 at the beginning of class**

Please provide me with a copy of the ad that you will be working with.