**American Dream Advertisement:**

**Task:**

It is the 1920s, which is when much of the action of *Citizen Kane* occurs. You are designers for an ad. agency. Your clients have hired you to improve their sales. They want you to create an advertisement that captures the American spirit, so that Americans will be inclined to buy. Create an advertisement for a product that really sells the American Dream. You will need to “pitch,” this ad to the class (your clients) to explain its story and how it will make the viewer think of the American Dream—and buy the product.

**Components**

***The advertisement*:** invent a product, and develop an advertisement to sell that product. You can create a print advertisement or a short commercial. The ad should sell the product by making connections to the American Dream.

***The pitch:*** present your advertisement to the class. You should explain how the ad “works”—why people who see it will think of the American Dream and buy the product.

**Considerations:**

*Product:*

You are selling the American Dream, but you can’t put that in a box. What is the product that your ad claims is the next best thing to buying the Dream? Is it a physical object? A service? How does the product connect to the American Dream?

*Format:*

You may choose to produce either an image or a video for your advertisement. Different formats will require different considerations. For an image, how will you arrange the text and pictures? What kinds of imagery will you use?

For a video, what film language will support the advertisement?

*Types of value:*

What is valuable to your American audience? Will you be selling them a memory of the past? Will you be selling them their identity as an American?

What does the buyer get when they buy the product?

*Text:*

What does your advertisement say? What is the story?

*Sub-text:*

What is your advertisement really saying? What is implied or suggested?

*Techniques*:

What techniques will you use? Be sure that you choose a technique that makes sense for your advertisement.

*Mechanics:*

Is the text free of errors and easily understandable?

**Rubric:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** |  | | | | **Your score** |
| **Information & Content (text)** |  |  |  |  | **/15** |
| **Clarity** | The topic and messages of the advertisement are clear and easily understood **(9 – 10 points)** | Topic and main ideas are clear, but take a while or a few questions to understand. **(6 – 8 points)** | The advertisement cannot be understood without long, careful examination or a full explanation. (**3 – 5 points)** | The advertisement is exceedingly difficult to understand or complete gibberish. **(1 – 2 points)** |  |
| **Mechanics** | There are no errors with the text. **(5 points)** | There is no more than 1 textual error. **(4 points)** | There are 2 textual errors. How much the errors interfere with the sense determines score. **(2 – 3 points)** | There are more than 2 textual errors. **(1 point)** |  |
| **Sub-text** |  |  |  |  | **/60** |
| **Links to the American Dream** | The advertisement shows understanding of values/ideas of the American Dream and applies them effectively to manipulate the audience.  **(15 – 20 points)** | The advertisement shows awareness of the American Dream’s ideas and applies them to manipulate the audience. The Dream is only partially integrated into the message.  **(10 – 15 points)** | The advertisement shows some awareness of the American Dream, but does not relate the message to it.  **(5 – 10 points)** | No engagement with the American Dream is evident.  **(0 – 4 points)** |  |
| **Use of advertising techniques** | Advertising techniques are applied and effectively so. Choice in techniques applied fits the purpose of the advertisement.  **(15 – 20 points)** | Advertising techniques are applied and function. Choice in techniques is arbitrary, with no connection to the purpose of the advertisement.  **(10 – 15 points)** | Advertising techniques are present, but do not effectively support the message of the advertisement.  **(5 – 10 points)** | No clear advertising techniques are evident.  **(0 – 4 points)** |  |
| **Focused value-targeting** | The advertisement clearly targets one or more types of value for the product. It utilizes this value in a way that connects thematically to the American Dream. **(15 – 20 points)** | The advertisement targets one or more types of value for the product, but the connection to the American Dream is not entirely clear.  **(10 – 15 points)** | The advertisement targets a type of value, but does not connect this value to the American Dream.  **(5 – 10 points)** | Value types are not evidently considered in the advertisement.  **(0 – 4 points)** |  |
| **Visual Design** |  |  |  |  | **/25** |
| ***For image:*** |  |  |  |  |  |
| **Coherence** | The graphics used are clear and support the message of the advertisement effectively. **(13 – 15 points)** | Most graphics represent the information appropriately. (**9 – 12 points)** | All graphics relate to the topic but do not represent appropriately. **(5 – 8 points)** | Graphics do not relate to the topic\*. **(0 – 4 points)**  **\***advertising is often indirect, so indirect connections to the topic will be valued |  |
| **Graphic Quality** | The design/layout is neat, clear, and visually appealing.  **(9 – 10 points)** | Is attractive in terms of design, layout and neatness. Could be clearer or neater.  (**6 – 8 points)** | Is acceptable, though it may be a bit messy. Clutter interferes with readability.  **(3 – 5 points)** | Is distractingly messy, busy, or very poorly designed.  **(0 – 2 points)** |  |
| ***For video:*** |  |  |  |  |  |
| **Coherence** | The video is organized and thoughtfully arranged.  **(13 – 15 points)** | Some of the message is lost because of disorganization.  **(9 – 12 points)** | The video’s disorganization seriously distracts from the message.  **(5 – 8 points)** | The video is incomprehensible.  **(0 – 4 points)** |  |
| **Film language** | The video uses one or more elements of film language effectively to support the message of the advertisement.  **(9 – 10 points)** | The video’s film elements mostly support the message of the advertisement.  (**6 – 8 points)** | The video’s use of film language mostly does not support the message of the advertisement.  **(3 – 5 points)** | The video does not use elements of film language to support the message of the advertisement.  **(0 – 2 points)** |  |
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| **Total** |  |  |  |  | **/100** |