

ADVERTISEMENT POSTER

Performance Standard 29C.F

Students will make a poster for a product after watching commercials in the target language or after seeing advertisements accordingly:

- *Knowledge*: know main details necessary for an advertisement;
- *Comprehension*: understand important details; and
- *Communication*: use appropriate and correct vocabulary to create an advertisement.

Procedures

1. *In order to understand literature and various media of target language societies (29C)*, students should experience sufficient learning opportunities to develop the following:
 - Create simple print or non-print media messages in the target language modeled on media examples.
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Have students make a poster for a product they have created after watching a series of commercials (on television or from video) or after seeing advertisements from magazines or newspapers.
4. Instruct students to include a product name, a description of the product and a persuasive statement to encourage consumers to purchase the product. Have students use appropriate capitalization, grammar and punctuation in paragraph form.
5. Evaluate the student's performance using the Foreign Language Rubric as follows and add the scores to determine the performance level:
 - *Knowledge*: understood vocabulary and used correct structures.
 - *Comprehension*: responses showed understanding and fluency.
 - *Communication*: strategies were complete, appropriate and correct.

Examples of Student Work not available

Time Requirements

- 35 minutes to create drafts in class
- Three days to create posters outside of class

Resources

- Television commercials, magazines or newspaper ads
- Poster board (no larger than 12x18)
- Markers
- Foreign Language Rubric