

Name: _____

Aligned to the following standards:

FFA.PL-A; FFA.PL-F; FFA.PG-I; FFA.CS-M; CCSS.ELA-LITERACY.SL.9-10.1; CCSS.ELA-LITERACY.SL.9-10.2; CCSS.ELA-LITERACY.SL.9-10.5; CCSS.ELA-LITERACY.L.9-10.6; CRP.02; CRP.04; CRP.06.

Advertising Signs

Part 1

Directions:

Watch the SAE video "Advertising Signs SAE | Rylah Hager," <https://vimeo.com/901202137>, and answer the questions below.

1. Where is Rylah from, and what chapter does she represent?

2. What is Rylah's SAE?

3. What pathway does this SAE align with?

4. What areas does Rylah service?

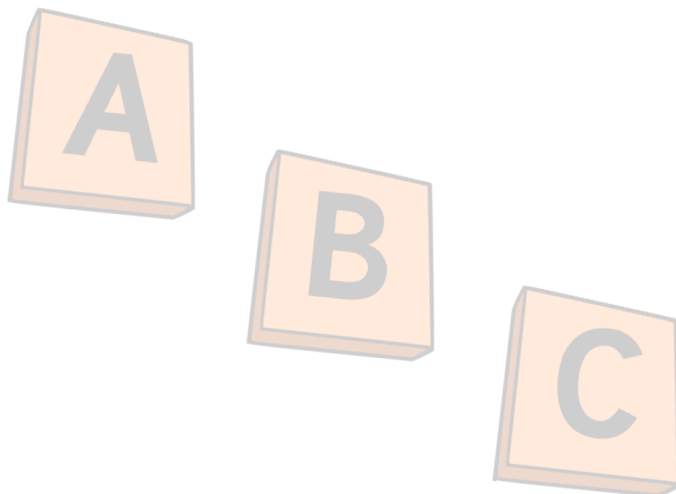
5. What do businesses usually ask Rylah to display?

6. After a businessperson calls, what are the next steps in her process?

7. How has Creed speaking helped Rylah?

8. List two things Rylah has learned from her SAE.

9. Why should other students join the FFA?



Name: _____

Part 2

Directions:

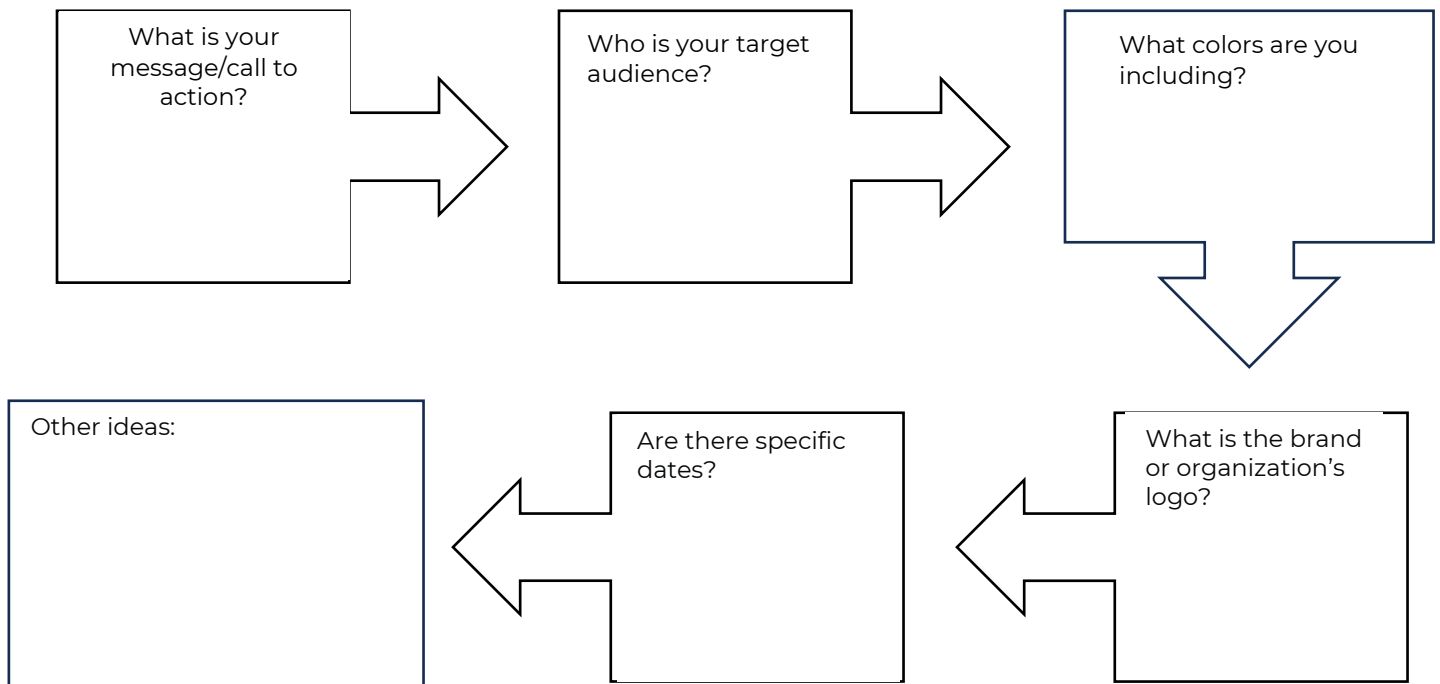
Answer the questions below. These questions lead up to creating an advertisement for a scenario of your choice. Use the rubric below to help guide your answers.

1. In your own words, define advertising.
2. Why do you think advertising signs are important?
3. List at least three important elements to include in an advertisement. (Think about advertisements you've seen. What do you remember?)

Choose one scenario/option below by highlighting it, and create an original advertisement using a variety of art materials. This can be a poster, billboard or digital advertisement. Be sure to include details, use clear and concise communication and be creative!

1. This year's National FFA Convention & Expo
2. Something you want to advocate for related to agriculture
3. Promote your SAE.
4. An upcoming school event

Use the space below to brainstorm, and when you are ready, use the next page for your final design. Things to consider:



Name: _____

Chosen Scenario:

Name: _____

Advertisement Rubric

Criteria	0 Points	1 Point	2 Points	Score
Message/Call to Action	No clear message or call to action	Message or call to action is somewhat clear.	Clear and compelling message with a strong call to action	
Brand/Organization's Logo	Logo is missing or not recognizable.	Logo is present but not clear or recognizable.	Logo is prominently displayed and clearly recognizable.	
Image	No relevant or impactful image is included.	Image is somewhat relevant or impactful.	Relevant and impactful image that enhances the advertisement	
Creativity	Advertisement lacks creativity and originality.	Advertisement demonstrates some creativity and originality.	Advertisement is highly creative and original, standing out effectively.	
Overall Effectiveness	Advertisement does not effectively communicate the intended message.	Advertisement somewhat effectively communicates the intended message.	Advertisement effectively communicates the intended message and persuades the target audience.	
Additional Comments				Total Score: /10