

Marketing Your Favorite Career Pathway

Directions:

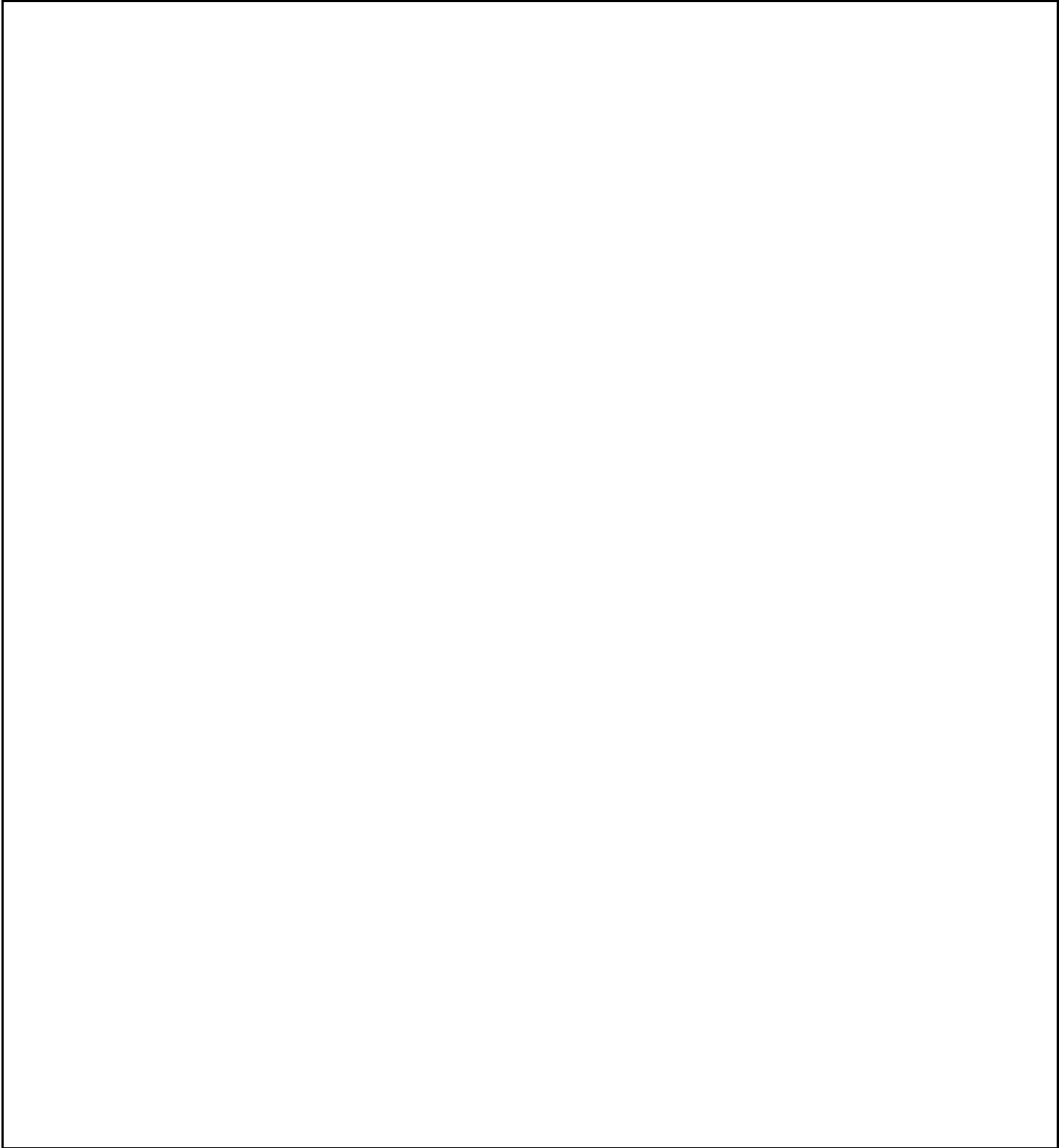
Utilize the AgCareers.com website (<https://www.agcareers.com/career-profiles/%20>) to complete this activity. You have been contracted by AgCareers.com to develop a billboard that can be used to attract potential job applicants to its website to check out the thousands of job opportunities in agriculture. The billboards are 14 feet high and 48 feet wide, providing 672 square feet of space.

Objective: Design a billboard to portray one of the seven agricultural career pathways of your choosing. This billboard will be placed along the highways and interstates of some of the largest cities in the USA. Use the tools below to help you plan your billboard.

AgCareers.com Pathway Billboard Planning	
Career Pathway:	
Who is your audience? How do you gain and engage your audience's attention?	
What message do you want to share with the targeted audience?	
Images: What are inclusive images that depict this career pathway?	
Landing Spot Where do you want them to go for more information? How do you share that information?	
Theme/Color Patterns Will you use a theme or certain colors (patterns) to attract attention? Remember this billboard will be in busy areas and needs to attract the attention of job seekers.	

Sketch Time

Use the space below to sketch your billboard design. Include a scale that depicts how big your text, images and other content will be on the actual billboard.



*With your teacher's approval, turn your rough draft design into the final draft in the format directed by your teacher.

Aligned to the following standards: CS.05. , FFA.PL-A. , FFA.PG-J. , FFA.CS-M. , FFA.CS-N, AG5, AGC08.01, AGC09.01, AGC09.02, CRP.02., CRP.04, CRP.07., CRP.08, CRP.10. CRP.11.