



## Tuesday August 18, 2020

Read the feature topic on Design an Ad contest in today's ED! Magazine and complete some of the activities below.



- According to the article, what is the aim of advertisements?
- What are the seven companies students have designed advertisements for?
- Who was eligible to enter this competition?
- What criteria were the student advertisements judged on?
- What was the prize for a winning entry?
- This week's topic is on pages 4-8 so be sure to look at all the winning adverts.



- Highlight all of the logos used in the advertisements. What do you think is the purpose of a company logo?
- Audience is very important in advertising. Choose 3 advertisements and decide who their target audience is.



- Think – Pair – Share: Advertising is all about persuasion. Create a list of persuasive advertising techniques.
- Find out more about SunSmart. What is the main goal of this organisation? Is this a WA, Australia wide, or international organisation?



- Compare all of the ads for one company. Which ad is the most persuasive? Why?
- Examine all of the advertisements. Which one do you find the most visually appealing? Why do you think this is?
- Which three ads do you think are most effective at getting their message across? Why did you choose these ads?



- Design a logo for a company of your choice. Consider your product and audience when choosing design elements like colour, font and images.
- The Design an Ad competition will return in 2021 – look out for information in Term 1. Will you be one of next year's winners?



- Search through your copy of *The West Australian* looking for advertisements for other companies. Cut out three advertisements. Which persuasive techniques have they used? Highlight the elements that you think make that advertisement successful.

Join *The West's* Media Education team in our aim to create a media-savvy generation.

Online Media Education activities are designed to enable students to become critical consumers of news. Through completing the activities, students will develop the skills to consider, question, inquire and challenge reported news stories. Media Education encourages students to be informed citizens of global issues considering multiple perspectives before generating their own ideas and opinions.



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Read the stories in ED! Magazine's **NEWS FLASH** column and complete some of the activities below.

### WA Govt repels Palmer



- Class discussion: Why has Clive Palmer been in WA news lately?
- In terms of this issue, what would each of these say to summarise their position on the issue in 10 words or less?
  - Premier Mark McGowan
  - The people of Western Australia
  - Clive Palmer
- The perception is that 'all West Australian's are against Palmer'. List three reasons why this might be a fair assessment, and three reasons why it may be a problem.
- Edited pictures of Palmer, making him look like fictional villain Dr Evil, a cane toad and a cockroach, have been used on the front cover of *The West Australian*.
  - What do you think readers are to infer from these?
  - Is it OK to use edited images such as these in a newspaper? Give reasons for your opinion.



- Look through your copy of *The West Australian* to see if there have been any updates on this story.

### Solar would benefit schools



- How much money could be saved each year if all WA public schools had solar panels and battery storage for solar power?
- What are greenhouse gas emissions and why is it important to reduce them?
- Research to find out what is used to create the electricity used by buildings without their own solar power.