

# The West Australian



**Tuesday August 17, 2021**

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



- Class discussion: What is the aim of advertisements?
- What are the nine organisations students have designed advertisements for?
- Who was eligible to enter this competition?
- 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 one of the organisations advertised. 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 in your opinion? 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 2022 – 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.

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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.



Read this week's Newsflash stories to get the gist, then choose one or more of these activities to explore further.

<b>DIG DEEPER</b>  Discover a fact that someone else might not know.	<b>TAKE SIDES</b>  Is there a conflict? Who do you agree with? Why?	<b>SO WHAT?</b>  Why does this matter?
<b>YOUR LINE</b>  Write an alternative headline for this story.	<b>THIS JUST IN</b>  Find out the latest updates on this story.	<b>PANTS ON FIRE</b>  Is anyone not telling the truth? What makes you think this?
<b>FACT OR OPINION</b>  On your copy of Newsflash, highlight facts in one colour, and opinions in another.	<b>MAP IT</b>  Create a mind map of everything you know about this topic.	<b>WHAT NEXT?</b>  Make a prediction. What do you think will happen next?
<b>5W + H</b>  Can you discover the <i>who</i> , <i>what</i> , <i>when</i> , <i>where</i> , <i>why</i> and <i>how</i> of this story?	<b>SURVEY SAYS</b>  Conduct a survey to find out what your classmates think of an issue.	<b>WINNER, WINNER</b>  Who do you think might benefit from this story?