



FOOD THEMED SNEAKER ADVERTISING PROJECT

Step I: Project: Design a Food Themed Sneaker

Using one of the favorite foods listed on your post-it note, design a food themed sneaker using one of the provided templates.

Write up a description that includes the characteristics of the sneaker you designed. You can do this on the back of your design.

Step II: Product & Advertising Info

Who will be your target audience?

Why did you pick this target audience?

What would be your advertising category and appeal? Why?

What will be your product slogan?

Where will you advertise your sneakers?

Why did you pick this/these venue(s) to advertise?

How much would you sell your sneakers for?

Step III: Create a Print Ad

- Choose an advertising appeal (rational or emotional) and specific technique to create a colorful hand illustrated **print ad** for your sneakers, using the surrounding margin space that will go in a magazine publication.
- You will have class time to create this advertisement and you will present it to the class on _____ and the audience will try to guess your appeal/technique so make sure it's clear and you are convincing!
- Be neat and creative, using your best art and oral communication skills!

Rubric

Criteria	Present	Not Present
Part I: Sneaker designed neatly & creatively using listed favorite food		
Part I: Description of sneaker characteristics		
Part II: Product & Advertising Info completed with detail		
Part III: Food Themed Sneaker Print Ad created neatly, creatively and with color around an advertising category & appeal		
Part III: Advertising appeal is clearly represented (not too obvious)		
Part III: Oral Presentation--loud & clear		

Comments