Analyzing and Creating advertisements  
  
**Step 1: Analyzing advertisements**  
a) Choose a product that you are familiar with.   
  
b) Find two different advertisements that sell this product.  
  
In detail, deconstruct (break a part) the advertisements, by remembering what we have talked about and answering the following questions for each advertisement.   
  
A) **Identify** the **demographic** targeted. (There is a list of demographics on the Weebly)  
b) How does the advertisement create **desire**? What does it appeal to?  
c) **Fill** in the **production elements** table with at least two rows.   
d) How does the product **differentiate?**   
  
e) Write a paragraph in response to the following question:  
‘How do the advertisers of your chosen product use codes and conventions to appeal to their chosen demographic, and create a sense of desire.

**Step 2: Creating your advertisement**f) Choose a name for your product (remember it should appeal to your demographic)   
g) decide how you will create a sense of desire (remember the appeals)   
d) **Create an image board** of images, texts, colours, fonts that you would use to appeal to your demographic. (copy and paste from the internet)   
e) In your workbooks plan what your advertisement will look like.   
f) Using a program of your choice create your own advertisement using images from the internet. Take your time and create an ad you are proud of.

g) Print your advertisement and annotate the ad to show how you appealed to your demographic, created desire and differentiation.