Name _____ Period _____ Date_____

Project 1 (page 374)

Create a Food Product

Directions: After you have finished your project, determine whether you have completed the criteria listed in the left column. Fill in the checklist in the shaded columns below and then turn the rubric in to your teacher along with your project.

Criteria	Student Checklist		Teacher Evaluation
	Completed	**Not Completed**	**Comments**
Examine food advertisements to determine advertising strategies.			
Develop a new food product. Determine the images and content you will need to create an advertisement.			
Write a description of your product.			
Sketch your ad. Evaluate your design according to PARC principles. Revise if necessary.			
Use Illustrator and Publisher to create a full-color advertisement.			
Include the description of your product.			
Use at least two fonts or font styles.			
Use Illustrator to enhance the images of the product and to create special text effects.			
Check for spelling and other errors and revise as necessary.			
Prepare a brief presentation on how the graphics in your ad appeal to the audience.			
Follow directions to save and print your work.			