

Project: Request for Design

Prepared for: The STMS English / Writing Lab: Conceptual Advertisement Teams (CAT)
Prepared by: C. Hazeltine, *Faux Director of Marketing and Design, Desert Foods Providers, LLC
October 15, 2023
Proposal number: 123-4567.89-10

Desert Foods Providers, LLC 9573 Main Street Phoenix, Arizona. 85001 **T** 602.480.6036 **URL**: www.desertfoods.co



INSTRUCTIONS:
Individually, read the attached memo.

Request for Design (RFD)

To: The Conceptual Advertisement Teams (CAT)

From: C. Hazeltine, *Faux Director of Marketing and Design, Desert Foods Providers, LLC

Executive Summary

Background
The following information was taken directly from the Desert Foods Providers prospectus.

Surrounded by a myriad of flower farms, Desert Foods Providers first began operations as a humble honey-and-fruit stand on the corner of Baseline & Central in Phoenix, Arizona in 1945.

Cliff “Pappy” Vermillion opened the fruit stand with one single goal: to sell the very best food the desert southwest could provide. Pappy lived by one motto: *The best local food at the lowest price*. This motto rang true back then…and it rings true, today!

Who We Are
Now, Desert Foods Providers, LLC is a multi-million-dollar company, still located in the heart of Phoenix, Arizona. And, we’re still dedicated to providing the highest quality, local foods to restaurants, retailers, and homes in the Southwest.

Dr. Roc Vermillion, CEO of Desert Foods Providers (and Pappy’s grandson) continues with the traditions established in that small, fruit stand amongst the flowers so many years ago. Traditions of culinary integrity, of quality selection, and of competitive prices have made Desert Food Providers a three-time winner of the J.D. Powers award for innovation in food distribution, and a recipient of the Phoenix Chamber of Commerce “Vital Friend of the Community” award in 2001.



Objective

This year, Desert Foods Providers wants to add a gourmet water product to its line of southwestern-themed, local foods.

We were able to purchase 100-square acres near the city of Page, Arizona, and received permission to drill a well that taps into the aquifer that is part of the upper-western plateau.

The water source and our processing have received the Water Quality Association (WQA) Gold Seal Product Certification for meeting industry standards in water safety and packaging.

We have built a processing and distribution plant in Page, adding to the local economy and creating 230 new jobs. Now, we are ready to introduce our product.

Your team has been hired as the advertising design team, tasked with developing an ad campaign for our project.

We desire a complete advertising campaign for our product. This is a brand-new product for us, so you will be originating the advertising design.

In other words, we have the water and the bottle; now we need the product!

Goals

As you begin your ad campaign, please keep in mind that the campaign must meet several criteria and restrictions:

- The product is just water. It is not carbonated; nor will it have any flavorings or colors added.
- The product will be distributed in 16.9oz, bio-plastic bottles.
- The product will be marketed and promoted to the Phoenix metropolitan area.
- The product must reflect Arizona and the Southwest.
- Even though the target audience for this product is wide, your campaign should focus on the specific target audience of 18-35-year-old females.



Research

As your team begins to plan and design, there are specific requirements that we need to see in order to make a proper evaluation.

Essential Question: How is this water special?

Be ready to clearly demonstrate your answer to this question.

Your ad campaign must demonstrate this answer in six (6) ways:

1. An original Product Name and Logo design (using Free Logo Design: https://www.freelogodesign.org/index.html).
   *Important: the product name must pass a TESS Search from the U.S. Patent & Trademark Office (https://www.uspto.gov).

2. A Label design, with Logo (using Canva: https://www.canva.com/).

3. A Prototype of the actual water bottle, including label.

4. Designs of three (3) Print ads that will appear in Phoenix Magazine (www.phoenixmag.com).Each print ad must include one logical fallacy (per ad). *IMPORTANT: Not every fallacy will work for a water ad campaign.

5. A "Beauty" Spot to introduce the logo (using RenderForest: https://www.renderforest.com)

6. A Presentation (using Google Slides), that will introduce your design concept and the rationale for it. Rationale simply means the creative strategy behind your ad campaign. This presentation will include all three print ads, with Logical Fallacies explained, the "beauty spot, a SOAPSTone analysis of your best print ad (with a strong emphasis on the Purpose), and explanation of your CLAIM; in other words, your selling point. *IMPORTANT: This presentation will be in front of people.

*SPECIAL BONUS (Not Required): The Creation of a 15-30 video commercial spot for your product.



Deadline

Our Marketing team will be in town at a later date to schedule time to view the presentation of your team's ideas and advertisement concepts.

How you will be evaluated

- Rationale (the creative strategy) for the advertising message
- Thoroughness and quality of work and information
- Quality of presentation materials
- Quality of selling point (your argument)

Resources

Define a selling point

A selling point is a reason your customer may buy your product. Selling points can be competitive advantage, such as longer battery life for phones, more power in computers, or better gas mileage in a car. Before introducing your product to your customers, understand your strong selling points. Knowing why customers may buy your product can help your team determine what parts of the product to advertise and how they can present the product more effectively to your audience.

- What makes your product better than the leading competition?
- What is your product's best feature?
- What is the first thing a new customer may notice about your product?
- How can you further improve the best part of your product?

The TESS Search: U.S. Patent & Trademark Office

HOW TO:

- Go to this URL: https://www.uspto.gov

- In the search window, type in the word: TESS

- [CLICK] Trademark Electronic Search System (TESS)

- [CLICK] Basic Word Mark Search (New User)

- Enter your product name.

- Conditions:

  You can use your Product Name if:

  -your product name is not the name of another bottled water product. In other words, your name might be used for another non-water product, but it is not the name of a bottled water brand product.

  -your product name has been "dead" for two or more years.



Free Logo Design
HOW TO:
Go to the URL: https://www.freelogodesign.org/index.html

First, type in your Product Name in the “Company Name” box at the top.
Select “All Categories” to see all options.

[CLICK] “Start.”

Choose a design you like and [CLICK] it.

Edit the logo to suit your idea.

[CLICK] “Save.”

To download:
[CLICK] the center box that says, “Low-Res / FREE.”

[CLICK] “Download.”
*You will need to enter an email address that you are willing to use.

[CLICK] “OK.”

This process will download your logo as a PNG file. From your email, [CLICK] download and save to a file for later use.

How to make a Water Bottle Label
- Open Canva (https://www.canva.com) and search for “Water Bottle Label” to start a design.

- Browse the templates. Start with a blank label or find a ready-made, professionally designed water bottle label template. Click on the template to add it to your page.

- Discover a range of features. You’ll find millions of icons, illustrations, and stock images in Canva’s library. Drag and drop elements onto your page. Use the photo effects feature and the curved text feature to make your label stand out even more.

- Personalize your label. Even if you start with a template, you can branch out in any creative direction you want. Upload your own images, photos, and artwork. Experiment with color schemes, backgrounds, and font styles. Mix and match elements from different templates.

- Download and Print. Save your design as a JPG or PNG. Download it as a print-ready PDF.



Renderforest
HOW TO:
*This is a free website, but it requires an email confirmation before setting up your account. Consider creating another Google Gmail account if you don't want to use your personal account.

**This website will not work with your STMS school account.

- Go to this URL: https://www.renderforest.com

- Once in the site, feel free to look around and explore.

Advice:
- [CLICK] the "Intros and Logos" tab (it's a drop-down menu)

- When you have found a template that you like, [CLICK] it, then [CLICK] "Create." *Important: your template should match the concept of your ad campaign. Then, follow the process for creating a commercial spot.

*To download this video, you'll need to do a special operation.
In one tab, have the Renderforest site open. Now, open another tab and load OnlineVideoConverter.
Here is the URL: https://www.onlinevideoconverter.com

In Renderforest, watch your video in "Preview" mode. Then, copy the URL at the top.

Now, in OnlineVideoConverter, paste the URL in the box.
Select MP4 in the drop-down menu.

[CLICK] "Start."

Once your video has finished downloading, place it in a file for later use.

Presentation Tutorials
Here are two video tutorials that you might find helpful:

Tutorial 1: Stop Beginning Your Speeches with Good Morning and Thank You and Start with This Instead
Link: https://tinyurl.com/52wvn4a7

Tutorial 2: Technology Tip of the Week – 5 Cool Google Slides Tricks
Link: https://tinyurl.com/vj85ud4t



The Presentation Process

1 – Introduction (Begin the **"Speaker"** & **"Tone"** in SOAPSTone here)
An introduction is the first impression people have of your product presentation, that's why you should start strong and show the audience what they can expect to hear. It's never easy to blow the audience's mind with an introduction (but it can still happen). So at least, try to get the ball rolling with something clear and simple, like introducing yourself in a friendly, natural, and personal way. A great start can boost your confidence to nail the rest of your presentation.

2 – Agenda (Introduce the **"Subject"** & **"Occasion"** in SOAPSTone here)
If you want to make this product presentation super clear, you can give your audience a preview of what they're going to see. This way, they will know how to follow better and not miss any important points.

3 – Product introduction (Continue with **"Speaker"** and introduce **"Purpose"** in SOAPSTone here)
The star of the show is here. It's the main and most important section of your product presentation. In this part, you need to present and highlight your product in a way that wows the whole crowd.

There are many approaches when it comes to introducing your product to the crowd, but one of the most common and effective is the problem-solution method. As your team has invested a massive amount of time in developing your product to meet the client's demands, it's essential to prove to your audience that this product can solve their problems.

4 – Benefits of the Product (Continue with **"Subject," "Purpose,"** & **"Audience"** in SOAPSTone here)
What else can your product do, aside from solving that particular problem? What values can it bring to your customers and the community? How is it different from other similar products on the market? After grabbing the audience's attention on your product, poke into all the good things that your product can bring. It's also vital to spotlight your product's unique selling point to distinguish it from others.

5 – Conclusion (Finish with **"Tone," "Purpose,"** & **"Audience"** in SOAPSTone here)
Don't let all your efforts from the beginning stop in the middle of nowhere. Reinforce your key points and end your product presentation with a quick recap or something memorable (in a positive way).

Mr. Hazeltine
English / Writing Lab

Bottled Water Commercials



1. Diamond Blue Water

2. Icelandic Glacial Water

3. Nestle Pure Life Water

4. Evian Water

5. Poland Spring Water

6. Fiji Water

7. Lifewtr

8. Selena Gomez Water

9. Masafi Water

Station 1

The TESS Search:
U.S. Patent & Trademark Office

HOW TO:

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In the search window, type in the word: TESS
[CLICK] Trademark Electronic Search System (TESS)

[CLICK] Basic Word Mark Search (New User)

Enter your product name.

Conditions:
You can use your Product Name if:

-your product name is not the name of another bottled water product. In other words, your name might be used for another non-water product, but it is not the name of a bottled water brand product.

-your product name has been “dead” for two or more years.

Station 2

Renderforest

HOW TO:

*This is a free website, but it requires an email confirmation before setting up your account. Consider creating another Google Gmail account if you don't want to use your personal account.

This website will not work with your STMS school "apps.com" account.

Go to this URL: https://www.renderforest.com

Once in the site, feel free to look around and explore.

Advice:
[CLICK] the "Promotional" tab (it's a drop-down menu)
[CLICK] "Movie Trailer"

When you have found a template that you like, [CLICK] it, then [CLICK] "Create."

Then, follow the process for creating a commercial.

*To download this video, you'll need to do a special operation.
In one tab, have the Renderforest site open. Now, open another tab and load OnlineVideoConverter.
Here is the URL: https://www.onlinevideoconverter.com

In Renderforest, watch your video in "Preview" mode. Then, copy the URL at the top.

Now, in OnlineVideoConverter, paste the URL in the box.
Select MP4 in the drop-down menu.
[CLICK] "Start."

Once your video has finished downloading, place it in a file for later use.

Station 3

PowToon

HOW TO:

Go to this URL: https://www.powtoon.com

Once in the site, click “Start Now.”

Create an account.

If you know exactly what to do with PowToon, [CLICK] “Start from Scratch.”

If you are unsure about what to do, [CLICK] “Customize a Popular Template.”

PowToon is similar to PowerPoint or Google Slides in design and structure.

There is a tutorial for using PowToon called, “How to Create a PowToon from A to Z in Just a Few Minutes.” The tutorial can be found at the right-hand of the page, under “Get Help / Tutorials.”

To publish your PowToon:

Save your Powtoon.
[CLICK] “Export Options.”
In the box labeled “Share,” [CLICK] “Email.”
In the second box labeled “Category,” select “Marketing & Sales.”
[CLICK] “Next.”
[CLICK] “Share PowToon.”
Once you see your PowToon in your email, copy the link and put it in a safe place for later use.

Station 4

Free Logo Design

HOW TO:

Go to the URL: https://www.freelogodesign.org/index.html

First, type in your Product Name in the “Company Name” box at the top.
Select “All Categories” to see all options.

[CLICK] “Start.”

Choose a design you like and [CLICK] it.

Edit the logo to suit your idea.

[CLICK] “Save.”

To download:
[CLICK] the center box that says, “Low-Res / FREE.”
[CLICK] “Download.”
*You will need to enter an email address that you are willing to use.
[CLICK] “OK.”

This process will download your logo as a PNG file. From your email, [CLICK] download and save to a file for later use.

Station 5

The Print Ad

HOW TO:

For designing your Print Ad using PowerPoint, Keynote, or Google Slides.

Here are four YouTube tutorials that you might find helpful:

Tutorial 1: How to design a good slide PowerPoint Tutorial / PowerPoint Slide Design
https://www.youtube.com/watch?v=wPbylymgQEs

Tutorial 2: How to Create an Awesome Slide Presentation (for Keynote or PowerPoint)
https://www.youtube.com/watch?v=6bSOAI1i8bw

Tutorial 3: 10 Things PowerPoint Beginners Want to Know How to do:
https://www.youtube.com/watch?v=Xv2x2c-Zmrg

Tutorial 4: Technology Tip of the Week – 5 Cool Google Slides Tricks
https://www.youtube.com/watch?v=_SKtcBy9Bvw

Station 6

Prezi

HOW TO:

Go to this URL: https://prezi.com

Step 1: CREATE AN ACCOUNT.
It is best to create your own account. If you are concerned about privacy, you can also create a fake email for your account (i.e. edgar@allanpoe.edu).

IMPORTANT: You must use your full and accurate name when creating your account. You will be sharing your presentation with your teacher via email, and a full name makes it easier to know whose presentation is whose.

Step 2: There are many fine video tutorials that are free for you to view when beginning your Prezi presentation. To find them:

Go to Prezi [www.prezi.com]
[CLICK] "Learn & Support" on the upper tool bar.
[SCROLL DOWN] to "Browse our knowledge base."
[CLICK] "Browse."

Consider watching the following videos:

FIRST STEPS (TOP ARTICLES):
- -Getting Started with Prezi
- -Five Simple Steps to a Great Prezi
- -The Basics of Prezi

PREZI FOR WINDOWS AND MAC
- -Prezi for Windows/Mac: The Beginner's Guide
- -Using Prezi for Windows/Mac

PREZI FOR iPHONE AND iPAD

- -Getting Started with Prezi Lite Viewer
- -Prezi Lite Editor: The Basics

THE BASICS:

TO TYPE:
Click anywhere on the canvas and start typing. Previously, you had to stick to the font colors chosen using the Colors and Fonts section, but now you can edit the color of any given block of text using the little color box. You can also justify right, left, or center, or use bullet points.

BUTTONS:
The Frames and Arrows button is very important. Frames (and invisible frames) from the basis of the structure of your Prezi.

The Insert button is what you use to give your presentation some visual flair. You can add images and videos, or add symbols and shapes.

The Edit Path section button is where you can record the sequence your Prezi follows.

The Template button is used to decide the overall look and feel of the Prezi. It's best to decide this at the start, rather than changing it later. Don't be afraid to use the 'Customize Current Theme' options at the bottom, to get the Prezi exactly how you want it.

The Share button is useful as it allows you to download the Prezi, to present offline.

MANIPULATING OBJECTS ON PREZI
When you click on anything, it becomes frames to allow you to manipulate it. Use the hand to move it around, the (+) and (-) to make it bigger and smaller, the little circle that appears at the corners to rotate it. For text, double-clicking allows you to edit, change the color, font, etc.

In addition to the basics, it's worth noting how you move around the canvas in edit mode in order to get to the objects you want to edit:
-clicking and holding anywhere there isn't an object will then allow you to move the canvas around under your mouse pointer.
-zooming in and out is most easily done with the mouse wheel, although there are (+) and (-) icons ever present on the far right of the screen in edit mode which do the same thing.

8 TIPS FOR A REALLY GOOD PREZI
1. CREATE YOUR STRUCTURE FIRST. Slightly less good Prezis are often characterized by a "made it up as they went along" vibe. It's difficult to create a good Prezi on the fly, as you just keep adding more and more things and it spirals (sometimes literally) out of control.

It's best to think about the look of the overall canvas right from the start because it's harder to tidy it up and order it once you've filled it up with stuff. It is by no means obligatory to show the whole canvas at once during your presentation, but it is a nice effect to let people see the whole thing, and then zoom them into different parts of it to tell a story.

Building a Prezi is like building a house: you design it first, then you put in the foundations, and then you build the rest of it block by block.

2. CHOOSE YOUR THEME EARLY. Prezi allows you to choose from set themes (which dictate your color scheme, fonts, and style) or to customize any theme to create your own. What you can't do is mix and match throughout your presentation.

3. POSITION YOUR MATERIALS SYMPATHETICALLY. People often complain that Prezis make them feel "sea-sick." This is avoidable if the designer positions the material on his or her Prezi sympathetically, and plots a sensible path between them. Just because Prezi can do a lot of amazing things, doesn't mean you have to use all of the features, all of the time. If in doubt, try to construct and pace your presentation much like you would with [PowerPoint] slides, making the occasional feature out of Prezi's increased flexibility.

4. UNDERSTAND ‘SCALE’ IN PREZI. Many of the creative opportunities with Prezi come from use of scale. The canvas is all-but-unlimited in size, so you can have huge discrepancies between your biggest object and your smallest – whatever you navigate to, or click on, will fill the screen when it zooms in anyway.

It’s great to have at least one extreme change of scale, but that shouldn’t become a gimmick your presentation relies on.

Advice: make everything bigger than you think you need to start off with, allowing you to cram in lots of smaller stuff later on.

IMPORTANT: Images will fill the screen when you zoom in on them – so if they’re originally smaller than full-screen size, they will look grainy and fuzzy.

5. UTILIZE FRAMES (AND INVISIBLE FRAMES). Frames are the way you control what the viewer sees, and how close up they see it. You can use visible frames to give your presentation structure and visual identity. There are three types of visible frames: CIRCLE, FILLED OBLONG, & SQUARE BRACKETS. Each will look different according to the theme you’ve selected.

Invisible frames, on the other hand, don’t get used as much, but are actually much more useful. The first, and main use is to control how far you zoom in on an object. It can be used to focus the audience’s attention on certain things, or group objects together.

The other way in which hidden frames are useful is for creating clickable “hot spots” – this is great for an interactive or audience-led presentation. Anything with a hidden frame will flash when you hover over it, and can be clicked on (by you if you’re presenting live; by the viewer if they’re viewing online).

There are lots of potential applications for this. For example, you could use a map of your town as a backdrop, and use hidden frames to create hot-spots for your audience to click on, zooming them in for more information.

6. AIM FOR A UNIFORM STYLE. Because the size and location of objects and text is controlled by sliding the mouse in Prezi, it can be trickier to achieve uniformity of style than with a set of slides, say, where you can decide that the title font size will be 24 and the body font size will be 12. For this reason, Prezi highlights when two things are similar, to help you make them the same.

For example, when you've selected some text and you're moving the mouse up and down to increase and reduce the size of the text, whenever you hit the point at which your text size matches the size of some other text on the canvas, that other text will highlight a darker color. This alerts you to the fact they now match – and if you want them to be the same size, you let go of the mouse button and there you go.

Similarly, Prezi will help you align things. The "graph paper" effect on the canvas in Edit Mode should be useful in this area, but Prezi will also show you when objects are locked into line with other objects nearby, by the way of a blue dotted line.

Ultimately, the easiest way to ensure a cohesive style is to latterly copy and past stuff, then edit it. So if you want a chunk of text "A" to match a chunk of text "B," just copy the chunk of text "A" and paste it into the new position. Then edit to say whatever you want the chunk of text "B" to say. The same goes with positioning frames and so on.

7. PLOT A GOOD PATH. The "path" of your Prezi (the order in which you go from object to object on the canvas) is very important to the user experience. You can, of course, have a totally free-form Prezi where users just click on frames or hidden frames, but most Prezi require a path to guide the viewer (or, if you're presenting live, to guide you through the presentation).

You create the path by clicking "Edit Path" form the left-hand side of the edit screen, and then clicking on the objects you want to navigate to, in the order in which you wish to get to them. Making the path a logical, sensible sequence is probably a better bet than making giant leaps across the canvas in random directions.

It's easy enough to change the path (by dragging the relevant number form one object to another) and you can add to it, too, by using the little dot in-between two numbers – just drag the relevant dot onto whatever object you want to add.

Finally, you can get rid of a stage in the path entirely by grabbing the relevant number and dragging it somewhere on the canvas where there aren't any objects at all – let go, and it'll disappear.

8. SHOW SOME RESTRAINT. A vital tip is to not let your imagination run away with you when creating a Prezi. You can do all sorts of amazing things, but the best Prezis are often the ones that are 80% attractive but sensible, and 20% dazzling and amazing. If it's 80% crazy and wild, then there's a danger people can become immune to the "wow" factor.

Always think about the audience. Your Prezi should be about communication rather than showing off. Don't let the medium become the message.

HOW TO EMBED (PUT) VIDEO INTO YOUR PREZI
YOUTUBE
We have all figured out the YouTube embed. Just click the "Insert" button, choose YouTube, and add the URL link. If you don't want to watch an entire video, just click the next slide arrow.

However, you can also embed video directly from your computer. Click the "Insert" button. Choose "From File" and click through to the video you want to embed. Give it time to upload.

Advantages: You can download video to your computer and then upload it to Prezi. If YouTube is blocked, this is a way to move appropriate YouTube video to another site so it can be viewed. Beware of file size. Large video files will take a long time to upload.

For YouTube video conversions, consider Clip Converter <http://www.clipconverter.cc>, Zamzar <http://www.zamzar.com>, or OnlineVideoConverter <https://www.onlinevideoconverter.com>.

Prezi supports these video formats: FLV, MOV, WMV, F4V, MPG, MPEG, MP4, M4V, 3GP.
Prezi does not support animated GIFs or SWF animations. It's also suggested not using AVI with Prezi because it can sometimes cause difficulties.

HOW TO SHARE YOUR PREZI
THE BEST WAY;
[CLICK] the SHARE button.
[RIGHT-CLICK] and copy the Prezi link.

Next, using your PERSONAL EMAIL, compose an email to this address, only:

Use this email address: chazeltine@ccusd93.org

In the SUBJECT line, write this: My Prezi
In the actual body of the email, [PASTE] the copy of your Prezi link.

Mr. Hazeltine
English / Writing Lab



SOAPSTone Analysis

Instructions: Write out your SOAPSTone Analysis on a separate sheet of paper.

Name of Work:

S Subject	What are the general topic, content, and ideas contained in the text? You should be able to state the subject in a few words or a phrase. How do you know this? How does the author present the subject? Is it introduced immediately or delayed? Is the subject hidden? Is there more than one subject?
O Occasion	What is the time and place (the cause) of the piece -- the situational context that encouraged the writing to happen? Is it a memory, a description, an observation, an argument, a valedictory, a diatribe, an elegy, a declaration, a critique, a journal entry or…? Writing does not occur in a vacuum. There is the larger occasion: an environment of ideas and emotions that swirl around a broad issue. Then there is the immediate occasion: an event or situation that catches the writer's attention and triggers a response.
A Audience	Who is the audience to whom this piece is directed? The audience may be one person, a small group, or a large group; it may be a certain person or a certain people. Does the speaker identify an audience? What assumptions exist about the intended audience?
P Purpose	Why was this text written? What is the speaker's reason for writing this text? You should ask yourself, "What does the speaker want the audience to think, do, or believe as a result of reading this text?" How is this message conveyed? What is the message? How does the speaker try to spark a reaction in the audience? What techniques are used to achieve a purpose? How does the text make the audience feel? What is its intended effect? Consider the purpose of the text in order to examine the argument and its logic.
S Speaker	Who is the voice that tells the story? Is someone identified as the speaker? In fiction, what assumptions can you make about the speaker? (e.g., age, gender, class, emotional state, etc.) The author and the speaker are NOT necessarily the same. An author may choose to tell the story from any number of different points of view. So, who is telling the story? How do you know this? How does the writer present his or her narration? Assess the character of the speaker. Are the author and speaker of different gender? Do not be confused by the gender of the author and assume the speaker must be the same. Let the context facts lead you to the speaker. What does the speaker believe? Do not assume that the author believes what the speaker believes. In nonfiction, do not simply identify the speaker/author by name. Include important facts about the speaker that will help the reader (the audience) make judgments about the speaker's position (the speaker's point of view). How does the speaker's background shape his/her point of view?
T Tone	What is the attitude of the author? What emotional sense do you take from the piece? The *spoken word* can convey the speaker's attitude and help to impart meaning, through tone of voice. With the *written work*, it is tone that extends meaning beyond the literal. How does the diction (choice of words) point to tone? How does syntax (sentence construction) point to tone? How does imagery (vivid description that appeal to the senses) point to tone? Finally, with *media,* how do media elements (moving image, picture, sound, camera movement, editing) point to tone?

SOAPSTone should be used in conjunction with annotating!

This document contains sensitive, confidential, and trade secret information and may not be disclosed to third parties without the prior written consent of Christopher Lawrence Hazeltine

Mr. Hazeltine
English / Writing Lab

Group Names:
_____

_____



Advertising Rubric: _____

Title of Bottled Water Product

All scores are separate and will not be combined nor averaged.

Were ALL Client's Criteria Met?:

_____ The product is just water. It is not carbonated; nor will it have any flavorings or colors added.
_____ The product will be distributed in 16.9oz, bio-plastic bottles.
_____ The product will be marketed and promoted to the Phoenix metropolitan area.
_____ The product must reflect Arizona and the Southwest.
_____ Your campaign should focus on the specific target audience of 18-35 year-old females.

Y = 100%

N = 50%

Are ALL Elements of Ad Campaign Present?:

_____ A Product Name & Logo Design.
_____ A Label Design with Logo.
_____ A Prototype of the Actual Bottle.
_____ Three Print Ads: 1)____ 2)____ 3)____ along with Logical Fallacies.
_____ One Beauty Spot of the Product.
_____ (BONUS ONLY): A 15-30 Product Commercial.

Y = 100%

N = 50%

Your Work, Scored:

Criteria Met?	_____
Campaign Elements	_____
Voice	_____
Campaign Design & Concept	_____
Logo & Label	_____
Evidence	_____
Claim	_____
Reasoning	_____
E.C.R. Organization	_____
Speaking Skills	_____
Layout	_____
(BONUS) Commercial Spot	_____

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	100%	80%	70%	60%	50%
Voice: Voice refers to expressing ideas in an engaging and credible way for the audience. The group's fingerprint is on the work	The group has chosen a voice appropriate for the topic, purpose, and audience. The group seems deeply committed to the topic, and there is an exceptional sense of "readability." The group is expressive and engaging.	A voice is present. The group demonstrates commitment to the topic. In places, the group is expressive and engaging.	The group's commitment to the topic seems limited. The group may use a voice that is either inappropriately personal or inappropriately impersonal.	The group provides little sense of involvement or commitment. There is no evidence that the group has chosen a suitable voice.	You have demonstrated neither the process of learning nor given any attempt at the learning.

	100%	80%	70%	60%	50%
Campaign Design & Concepts: The framework in which a campaign is delivered. It is the unique and memorable message that the brand wants to convey. The audience should be able to tell the product's tone by looking at the ads.	The campaign is planned carefully; understanding of all concepts and instructions is clearly demonstrated. The group shows complete understanding and use of the elements of persuasion and design. The overall ad concept is clearly expressed through all ads. The campaign shows clear understanding of the client's history and background. The campaign is exceptionally attractive in terms of design, layout, formats, neatness, mechanics, and grammar.	The campaign is planned carefully; understanding of most of the concepts and instructions is demonstrated. The group shows some understanding and use of the elements of persuasion and design. The overall ad concept may not be fully developed. The campaign shows an understanding of the client's history and background. The campaign is acceptably attractive in term of design, layout, and neatness, and grammar.	The campaign is planned adequately; understanding of some concepts and instructions demonstrated. The group shows little understanding and use of persuasion and design. The overall ad concept is poorly developed. The campaign shows little understanding of the client's history and background. The campaign is adequately prepared with little attention in terms of design, layout, neatness, and grammar.	The campaign is planned poorly; little evidence of understanding the concepts and instructions is demonstrated. The group is unclear in their thinking and doesn't demonstrate the use of persuasion and design. The overall ad concept is missing. The campaign shows no understanding of the client's history and background. The campaign is incomplete lacking one or more components of the assignment.	You have demonstrated neither the process of learning nor given any attempt at the learning.

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	100%	80%	70%	60%	50%
Logo and Label Design	The logo and label clearly expresses the product or services through the use of symbols and manipulation of the letters. There is excellent attention to detail. The artwork demonstrates excellent use of color. The design is easy to understand and is visually compelling.	The logo and label adequately expresses the product or services through the use of symbols and manipulation of the letters. There is an average attention to detail. The artwork demonstrates good use of color. The design is relatively easy to understand and is somewhat visually compelling.	The logo and label minimally expresses the product or service through the use of symbols and manipulation of the letters. There is a below average or little attention to detail. The artwork demonstrates poor choice of color. The design is difficult to understand and is confusing.	The logo and label do not express the product or services through the use of symbols and manipulation of letters. There is poor or no attention to detail. The artwork lacks thoughtful design.	You have demonstrated neither the process of learning nor given any attempt at the learning.

	100%	80%	70%	60%	50%
Evidence: Relevant and Verifiable Data (Grounds) that support the claim	Provides relevant, verifiable, and sufficient evidence to support the claim.	Provides relevant, verifiable – but insufficient – evidence to support the claim. May include some inappropriate evidence.	Provides evidence that not specific, accurate, nor appropriate to support the claim.	Does not provide evidence.	You have demonstrated neither the process of learning nor given any attempt at the learning.

	100%	80%	70%	60%	50%
Claim: A Statement that answers the question	Makes an accurate and complete claim; one that does not need explanation.	Makes an accurate – but incomplete – claim; one that includes a brief explanation.	Makes an inaccurate claim; one that includes a lengthy explanation.	Makes an irrelevant claim; one that seems to ramble on.	You have demonstrated neither the process of learning nor given any attempt at the learning.

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	100%	80%	70%	60%	50%
Reasoning: Explaining how or why the evidence proves or links to the claim	Provides a balanced connection between the evidence and the claim, with accurate and complete links between the two. The claim is clearly referenced throughout the reasoning.	Provides a mostly balanced connection between the evidence and the claim, with mostly accurate links between the two. The claim is clearly referenced, but not throughout the reasoning.	Provides an imbalanced connection between the evidence and the claim, with only some evidence being linked to the claim while some evidence may not support the claim. The claim is referenced, but not clearly.	Provides a weak or nonexistent connection between the evidence and the claim, with little to no accurate nor complete links between the two. The claim is not referenced.	You have demonstrated neither the process of learning nor given any attempt at the learning.

	100%	80%	70%	60%	50%
E.C.R. Argument Organization	The argument is clearly stated and developed; specific examples are appropriate and clearly develop to support the argument. The process of the argument (the claim, supported by the evidence, and balanced by the reasoning) is logical.	The argument is stated and mostly developed; with most examples appropriate and develop to support the argument. The process of the argument (the claim, supported by the evidence, and balanced by the reasoning) is mostly logical.	Some of the argument is addressed; with very few examples appropriate to the development of the argument. The process of the argument (the claim, supported by the evidence, and balanced by the reasoning) is confusing and/or not logical.	Little to none of the argument is addressed; with little to no examples appropriate to the development of the argument. There is no apparent logic to the argument.	You have demonstrated neither the process of learning nor given any attempt at the learning.

	100%	80%	70%	60%	50%
Speaking Skills (Presentation)	**Exceeding**: Volume Is consistently excellent; rate and articulation excellent. Excellent eye contact and Interaction with audience. Evidence of extensive preparation and rehearsal.	**Mastering**: Volume Is consistently good; rate and articulation consistently good. Consistent eye contact. Evidence of careful preparation and rehearsal.	**Approaching**: Volume is good most of the time; rate and articulation are good most of the time. Some eye contact. Seems unrehearsed.	**Emerging**: Volume is too loud/soft; rate is too fast/slow; poor articulation. No eye contact. No evidence of rehearsal.	You have demonstrated neither the process of learning nor given any attempt at the learning.

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	100%	80%	70%	60%	50%
Layout **(**Refers to the ***look*** of the presentation, not the information presented**)**	**Exceeding**: Product of Presentation is creative, original, and clearly demonstrates understanding. Product of Presentation is artistic, unique, and shows real effort. Includes placeholders, such as title, bulleted lists, and graphics. Appropriate use of negative space. Presentation uses a wide variety of complementary color. Pictures/objects are appropriate in size, shape, position, and color.	**Mastering**: Product of Presentation is creative and demonstrates understanding. Product of Presentation is artistic and shows real effort. Includes some titles, bullet lists, and graphics. Too much text; distracts from negative space. Pictures/objects are too small/too big. Colors are not necessarily complementary. Pictures were poorly placed.	**Approaching**: Product of Presentation shows adequate understanding. Product of Presentation is neatly done. Minimal use of layout placeholders. Text dominates slide. Presentation lacks color and creativity.	**Emerging**: Product of Presentation does not demonstrate understanding. Product of Presentation is hastily constructed. Poor use of placeholder. Slide too full. Only black & white pictures were used. Information didn't match picture. Pictures and art were poorly placed in frame.	You have demonstrated neither the process of learning nor given any attempt at the learning.



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