

## Weekly Overview & Expectations

### Promotional Graphics

**Week of:**

- Week 06 – 10-02-2023 – 10-06-2023

**Teacher Support Availability:**

- Please contact me at [jhancock@cdschools.org](mailto:jhancock@cdschools.org)

**Unit / Topic:**

- Advertising Design
  - [Unit Information](#)

**LEQ / Lesson Objective(s):**

- can I design, develop, create, and evaluate advertising designs?

**Monday**

**Tuesday**

**Wednesday**

**Thursday**

**Friday**

**Lesson:**

- [Review Functional / Emotional Benefits Ads Requirements](#)
- [Sample Designs](#)

**Projects and Resources:**

- [Types of Ads](#)

**Lesson:**

- [Advertising Design Process](#)
- Projects and Resources:**
- [Types of Ads](#)

**Lesson:**

- [Introduce Endorsement Ads](#)
- [Endorsement Ad Requirements](#)
- [Sample Designs](#)

**Projects and Resources:**

- [Types of Ads](#)

**Lesson:**

- [Project Planning Notes](#)

**Projects and Resources:**

- [Types of Ads](#)

**Lesson:**

- [Development Process](#)

**Projects and Resources:**

- [Types of Ads](#)