

## Weekly Overview & Expectations

### Promotional Graphics

<b>Week of:</b> <ul style="list-style-type: none"> <li>• Week 07 – 10-09-2023 – 10-13-2023</li> </ul>	<b>Teacher Support Availability:</b> <ul style="list-style-type: none"> <li>• Please contact me at <a href="mailto:jhancock@cdschools.org">jhancock@cdschools.org</a></li> </ul>
<b>Unit / Topic:</b> <ul style="list-style-type: none"> <li>• Advertising Design                             <ul style="list-style-type: none"> <li>○ <a href="#">Unit Information</a></li> </ul> </li> </ul>	<b>LEQ / Lesson Objective(s):</b> <ul style="list-style-type: none"> <li>• How can I design, develop, create, and evaluate advertising designs?</li> </ul>

Monday	Tuesday	Wednesday	Thursday	Friday
Teacher In-Service	Lesson: - <a href="#">Introduce Problem / Solution Ads</a> - <a href="#">Sample Designs</a>  Projects and Resources: - <a href="#">Types of Ads</a>	Lesson: - <a href="#">Development Process</a>  Projects and Resources: - <a href="#">Types of Ads</a>	Lesson: - Ensure all ads are completed - <a href="#">Visual Driven Ad</a> - <a href="#">Copy-Driven Ad</a> - <a href="#">Public Service / Cause Ad</a> - <a href="#">Commercial Ad</a> - <a href="#">Functional / Emotional Benefits Ad</a> - <a href="#">Endorsement Ad</a> - <a href="#">Problem / Solution Ad</a>  Projects and Resources: - <a href="#">Types of Ads</a>	Lesson: - <a href="#">Advertisement Self-Evaluation and Reflection</a> - <a href="#">Scoring Guide / Rubric</a>  Projects and Resources: - <a href="#">Types of Ads (Due Today)</a>