

# Sustainable Food Advertisement

## Project Guidelines

Prepare a “print” advertisement promoting the concept of Sustainable Food.

- Use a regular 8.5x11 inch sheet of paper (or submit your digital project as a file via email)
- Use at least 3 creative images related to Sustainable Food and a minimum of 3 colors
- Target your advertisement to a specific audience: children, families, busy professionals, athletes, retirees, etc.
- Include the following concepts, making sure that the messaging is clearly *written for your target audience*:
  - Where does Sustainable Food come from (food miles, local food)?
  - Seasonality of ingredients
  - Ethics (animals, workers)
  - Health / Nutrition

## Grading Rubric for your Sustainable Food Advertisement

CATEGORY	21-25 points	16-20 points	11-15 points	0-10 points
<b>Originality</b>	All of the graphics used on the poster reflect an exceptional degree of student creativity in their creation and/or display.	One or two of the graphics used on the poster reflect student creativity in their creation and/or display.	All graphics are included, but they are solely based on the designs or ideas of others.	0-2 graphics are used; not creative
<b>Attractiveness</b>	The poster is exceptionally attractive in terms of design, layout, and neatness.	The poster is attractive in terms of design, layout and neatness.	The poster is acceptably attractive though it may be a bit messy.	The poster is distractingly messy or very poorly designed. It is not attractive.
<b>Required Elements</b>	The poster includes all required elements as well as additional information.	All required elements are included on the poster.	All but 1 of the required elements are included on the poster.	Several required elements were missing.
<b>Audience</b>	Your advertisement and messaging is exceptionally crafted to suit your target audience	We can see who your audience is intended to be, although your message may not be clearly customized for them.	Your target audience is vague and your messages are not customized for them.	There is no specific audience conveyed in your advertisement ; your messages have no audience