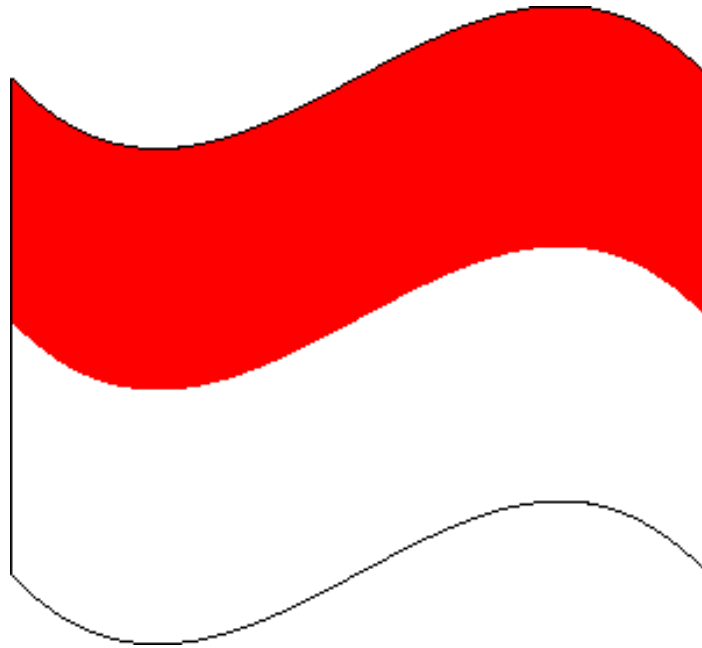




MY TRAVEL ADVERTISEMENT FOR INDONESIA



NAME: _____

Task 1

WALHT- Identify features of different types of advertisements.

The first aspect you need to decide is what sort of advertisement you will do.

There are usually 3 different types of advertisements, a print magazine/flyer ad, radio ad and a television ad. Weigh up the positives and negatives of each one.

Think about what will suit you, your strengths and personality.

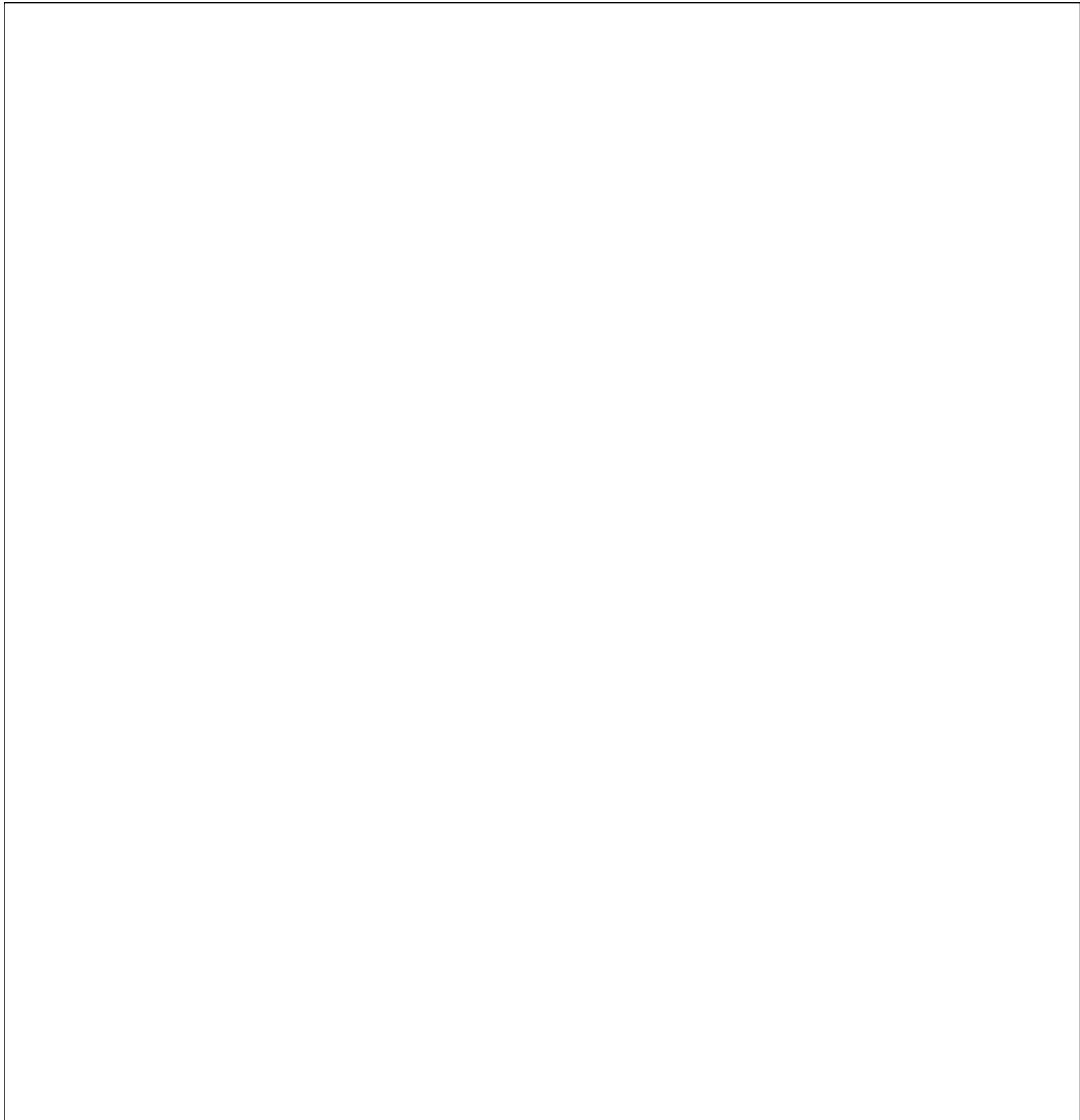
	Positives	Negatives
Magazine/Flyer/Print ad	E.g. Bright coloured visually appealing	E.g. Not many people look at print these days
Radio ad		
Television ad		
Other e.g. Internet ad, Instagram post etc.		

We have decided to do a..... Advertisement

We decided to do this type of advertisement because:

So far our ideas in our head are:

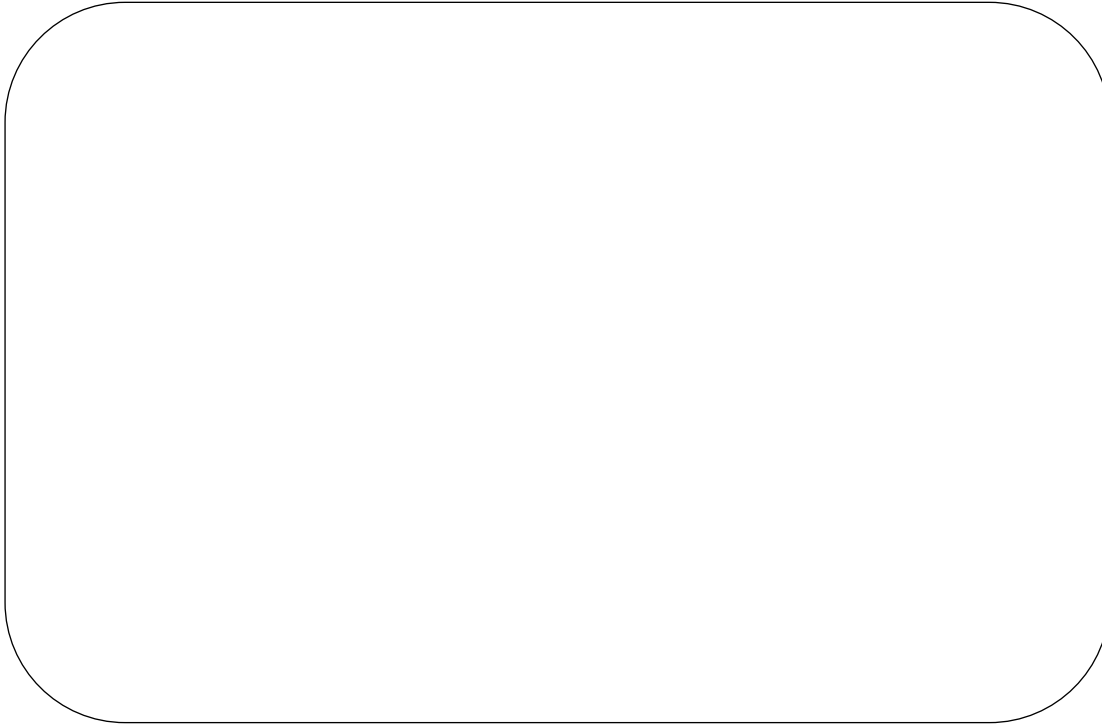
(Note down colors, themes, pictures, slogans etc.).



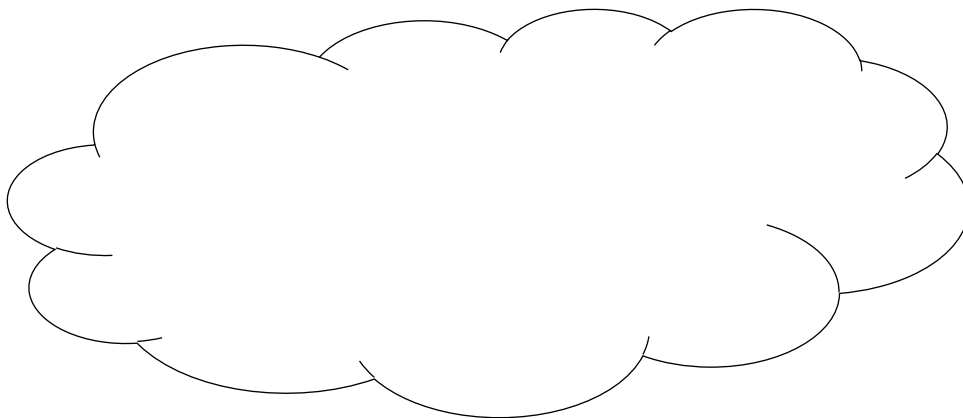
Task 2

WALHT- Construct a slogan for your type of advertisement.

Research what a slogan is and some examples of slogans. Try to include some examples related to travel. Include what you have found in the box below.



Now you need to come up with your own slogan, make sure it is suited to the type of advertisement you have chosen. You may need to do some further research on Indonesia to assist you with choosing a slogan. Write your slogan below.



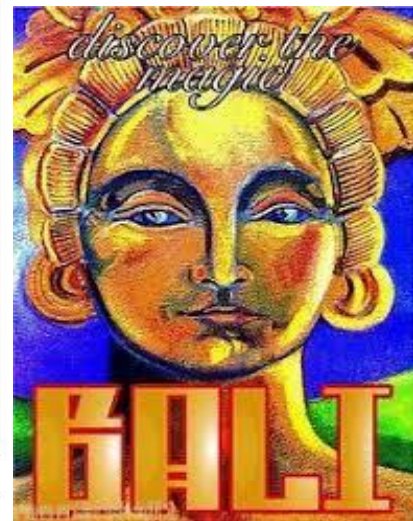
Task 3

WALHT- Examine Indonesian travel advertisements.

Look online for example advertisements for your chosen product. What features do they include other than a slogan? What else do you need to consider that you haven't already? How else will you encourage your audience to travel to Indonesia? Note down your findings in the box below. (Use copy master 14)



This is not an official statement of the foreign ministry of the Republic of Indonesia. It is a passionate expression of the people who love, live and experience the beauty and richness of the land they called home.



A large, empty rectangular box with rounded corners and a drop shadow, intended for students to write their findings. The box is white with a thin black border and a subtle grey shadow on the right and bottom edges.

Task 4

Time to start drafting! Thinking about everything you have learnt about Indonesia so far, and what you would like to include in your advertisement, it's time to start a draft. If doing a print advertisement, you can draw up your draft below. If doing a radio or TV advertisement you can write your ideas for a script below.

Task 5

Developing your final product.

Now it is time over the next few lessons to make your final product, once your draft has been discussed with your teacher you can get started on the final product.

Some ideas for tools you can use if developing a print based advertisement are:

Microsoft Word, Microsoft Publisher, Microsoft PowerPoint, Google Docs, Google Slides or Online based- Canva.
















If you are creating a radio or TV ad you may wish to use: iMovie, Garage band, Photo booth, or a camera-recording device and then edit in iMovie.

Remember you want to entice your audience to visit Indonesia, your audience is New Zealand residents. What will engage them to want to travel there?

Task 6

Present your final product to the class, afterwards ask your classmates for some feedback on your product, what they liked and aspects you could improve further.

Once you have presented, complete this self-reflection individually.

	Faces	Comment
I worked well with my buddy	  	
I learnt some new information about Indonesia that I hadn't learnt with the teacher	  	
I used my time effectively in class	  	
I am happy with my final product	  	
I learnt some new skills e.g. Using iMovie	  	
My advertisement engages NZ residents to travel to Indonesia	