Original Advertisement:

**You are to create 2 original advertisements for your product**

These advertisements should be:

* appropriate for the platform in which they will be displayed
* eye catching
* geared towards the correct target audience
* informative
* Clearly understood

Design 1 Advertisement that will appear as a pop-up on typical websites

Design a 2nd Advertisement to be displayed in print media

*You may use whatever resources available to you to create these ads (Photoshop, paint, PowerPoint, hand drawing, etc.)*

Your Advertisement should include an image of the product, brief description and price point.

The pop-up ad will be less informative and more concise than that of the print ad, be sure to include as much detail about function, purpose, and appearance as possible in the print ad. These will be used during your presentation/pitch of your product

Upload both of these images to the google doc that you have shared with me already (where you completed the “defining the problem” activity