

Culminating Project: Redesign An Advertisement

Objectives:

Students will be able to identify gender stereotypes in advertisements.
Students will be able to redesign advertisements to make them more inclusive of all genders.

Directions: In this project, you will examine the role of gender in advertising, and create your own advertisements that resist gender stereotypes. Read the Task Overview below to learn more.

✓	Task Overview
	<u>Step 1:</u> Choose an advertisement to focus on (see next page).
	<u>Step 2:</u> Write an essay analyzing the gender stereotypes you notice in the advertisement.
	<u>Step 3:</u> Redesign the advertisement so it is more inclusive of all people.
	<u>Step 4:</u> Share your learnings with the class. Your teacher will tell you more about how to share your work.

Directions: Choose one of the advertisements below. This is the advertisement you will analyze and redesign. **Circle the ad you choose.**

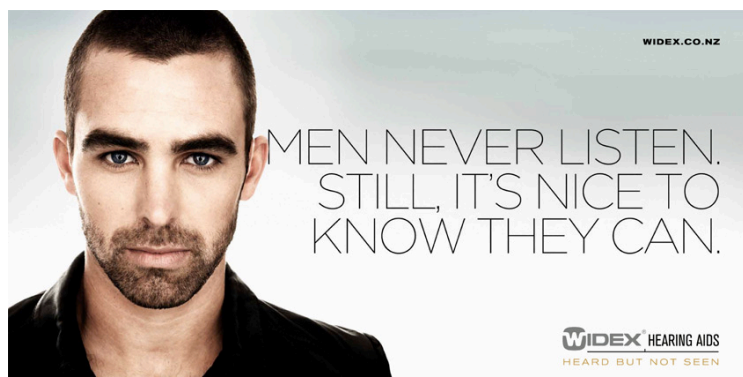
Advertisement 1: Target



Advertisement 2: Mr. Clean



Advertisement 3: Hearing Aids



Part 1: Analyze

Directions: Write a one-page essay below answering the following prompt:

- What is the ad trying to sell? Who is it trying to sell to?
- What gender stereotypes do you notice in the ad?
- How could these gender stereotypes be harmful to people who see the ad?

[illegible]

Part 2: Redesign

Directions: Use the space below to redesign the ad you just analyzed.

- Your goal is to get rid of gender stereotypes and make the ad more inclusive of all people.
- Use words and pictures to show what your ad is selling.
- As you redesign the ad, show what you have learned in this unit about the concept of gender-neutral items and the importance of representation.

Rubric

This is the rubric that you will use to self-evaluate, and that your teacher will use to evaluate your work.

Category	4	3	2	1
Information and content (Essay)	Analysis is insightful, clear, logical, and incorporates knowledge learned from previous lessons. The essay answers all parts of the prompt.	Analysis is clear, logical, and incorporates knowledge learned from previous lessons. The essay answers most parts of the prompt.	Analysis is mostly clear and incorporates some knowledge learned from previous lessons. The essay answers some parts of the prompt.	Analysis is not clear and incorporates minimal knowledge learned from previous lessons. The essay does not address the prompt.
Effort and creativity (Redesign)	All aspects of the project were thoughtfully considered; project is original, shows creativity, and communicates pride in the completed product.	Most aspects of the project were considered; project shows creativity and communicates pride in the completed product.	Some aspects of the project were considered; project shows some creativity and communicates some pride in the completed product.	One aspect of the project is the focus and gaps may exist; project is somewhat original and some pride is reflected in the completed product.
Time and management (Overall Project)	Class time is maximized and ample time is dedicated to planning and research. The deadline is met.	Class time is mostly used efficiently and time is dedicated to planning and research. The deadline is met.	Class time is used and some time is dedicated to planning and research. The deadline is met.	Class time is somewhat used and minimal planning and research is evident. Extension may have been necessary for project.
Points: ____ / 12				
Project Notes:				