



Advertising Photography

You will create a new advertising campaign for a product or service of your choosing

You may work in groups of up to three students.

Your campaign will include both images and copy.

You will choose a company / product / service that you believe in.

Group discussion leading questions

- ❖ What are you selling?
 - ❖ What is the truth of photography that you are trying to capture?
- ❖ Who is your target demographic?
- ❖ What distinguishes your product from that of others?
- ❖ What is your slogan?