



## COM 270 EXAM II

### Developing a print ad for Hannah's Home of South Florida

*"Appreciate my uniqueness, but treat me the same."*  
--Keith Woods, Poynter Institute

**Your challenge:** Design a print magazine ad for Hannah's Home of South Florida that seeks to encourage tax-deductible donations and contributions from among *Jupiter Magazine's* readership, a diverse, affluent, home-owning audience.

**The curveball:** Given the politicization of women's reproductive rights and abortion, your persuasion should not alienate, nor should it express political views or positions of any kind. As a 501C non-profit, Hannah's Home is required by law not to take political positions.

**The other curveball:** Seek to avoid exploiting or objectifying Hannah's Home residents or their infant children. For example, if you were to use a photos of a resident and/or her children, you would need expressed written consent.

- For more on Hannah's Home: <https://hannahshomesf.org>
- For more on *Jupiter Magazine*: <https://www.jupitermag.com>

**Technical constraints:** You are designing a 8.5x11-inch print magazine ad, either vertical or horizontal. Other than the imperative that the ad in some way encourage financial contribution, directly or indirectly, you decide everything else, including the dominant visual (CVI), the ad copy, layout, etc. The more you know about the mission of Hannah's Home and the readership of the magazine, the better positioned you will be to be persuasive.

You can work alone or in a group. Projects like this are typically done in the real world by groups or teams that partner account management, creative, copywriters, content developers, social media managers, and researchers, among others. Each ad submission, with detailed rationale following the Six Perspectives, will earn or receive one grade, so all in a particular group get the same grade regardless of their contributions (or lack of them).

The visual exquisiteness of your design is **not the point**. Your mastery of software is not being tested. Use whatever media you are comfortable with to communicate your ideas, even if this happens to mean colored pencils and construction paper. The emphasis here is on ideas, the conceptual work, and

the efforts that go into developing the message, and communicating those ideas.

Before deadline (10am, Friday, Nov. 22) you will **submit**:

- one finished, printed mock-up of the ad.
- a typed (not handwritten) narrative rationale addressing the Six Perspectives (below).
- any elaboration or written description I might need to understand what is signified or represented in the mock-up. I'll be alone with your work when grading, so under-estimate my ability to decipher your meaning rather than over-estimating or making assumptions. Imagine yourself looking over my shoulder, pointing at elements and explaining what they are and why they're there. Risk over-communicating, not under-communicating.
- Hard copy (no Canvas, no email; emailed submissions will be ignored)

**Remember that writing counts.** It always counts. Proofread your work. Revise and edit. Take it by the Writing Center/Academic Success Center. Make sure your narrative uses complete, error-free sentences. Spell theorists' names correctly. Labeling your sections, or the different perspectives, REALLY helps, too.

**Due date: Friday, Nov. 22**

**The six perspectives or grading criteria (refer to the .pdf emailed to you), abstracted here:**

**PERSONAL PERSPECTIVE:** What gut reaction or first impression do you want magazine readers to have? What reactions are you attempting to avoid or discourage?

**HISTORICAL PERSPECTIVE:** What did you consider historically? What of the history of Hannah's Home and Jupiter matter here? What of the history of under-resourced single mothers? Specific to this medium, does your ad adopt or leverage a specific style popular in print advertising? Why?

**CULTURAL PERSPECTIVE:** How salient is the ad to Jupiter's residents and, more specifically, the magazine's readers from a cultural perspective? How? In other words, how does it speak uniquely to this audience compared to anyone else, everyone else? How does it demonstrate some nuance?

**CRITICAL PERSPECTIVE:** What did you denote and why? What connotations are you hoping readers perceive? What signifiers are used? To what desired

effect? Which signifiers did you determine not to use? Why? Keep in mind that this perspective is the heart and soul of the course, so spend enough time demonstrating with our analytical power tools exactly how your ad was designed and how it works visually. Remember Peirce, Berger, de Saussure, and Barthes. What are the chains of association? How does the ad achieve Gestalt? What is its mythic “truth”? What is its ‘big idea’ or metaphor? What are its “gutters”?

**TECHNICAL PERSPECTIVE:** Any medium is an intrinsic part of the message. How does your ad acknowledge and even leverage the capacity of **print advertising** (as opposed to, say, an ad on TV or the phone)? Why did you choose the typefaces that you use? What is the CVI? Why? (What is the persuasive intent?) Why did you make the color choices that you did? How are you intentionally using light? How is the ad composed in terms of the Big Four Dimensions of Graphic Design: Balance, unity, rhythm, and contrast? Does it use or facilitate a Z pattern of readership? How does it acknowledge the rule of thirds and the Golden Ratio?

**ETHICAL PERSPECTIVE:** What ethical approach did you take to create this ad? Golden Mean or Golden Rule approach? Utilitarian? Does the ad pass the “veil of ignorance” test (handout)? Respond to these prompts with more than a few sentences.

### **A few thoughts or helps:**

The glossary of insults is huge. If there is an opportunity for someone to feel or be offended, he or she will be. We live in a culture of indignation. We all are on guard; we all are skeptical. “Who would’ve known that would insult those people, right?” Consider your intended meanings AND potential interpretations.

For this assignment, do not condescend. You have to be curious, compassionate, and alive. Strive to be culturally sensitive, empathetic, and at least at some level informed about the challenges that face economically challenged mothers carrying their pregnancies to term. These are women that in many cases are battling or have battled addiction, alienation from their own parents, and even threat from former partners or “ex”es.

Mary Arden Carroll, director of public relations and marketing for Hannah’s Home, will choose the winning ad and provide a few comments on why the selection came out on top.