*Hitchhiker’s Guide to the Galaxy*

Satirical Technology Poster

**DIRECTIONS:** You will be making your own satirical advertisement poster for a tech product you come up with. Like the iPhone 5 commercial, you should identify a tech product, find silly/insignificant issues with it, and come up with an extreme solution to solve the insignificant issues.

Your poster should include a variety of visuals, creative fonts, and eye-catching details that will encourage consumers to purchase your product.

Information to include on your poster:

1. The price of your tech product
2. Benefits and features of your tech product / improvements on past tech
3. An image of your product

**Complete the brainstorm below before creating the advertisement – hand in!**

Current technology that will be improved:

Silly or insignificant problems with current technology making this improvement necessary:

Exaggerated solution to above problems:

Obvious negative aspects to this solution:

Why is it satirical? How is it an example of criticism towards our society?

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| **Categories** | **Level One**  **(50-59%)** | **Level Two**  **(60-69%)** | **Level Three**  **(70-79%)** | **Level Four**  **(80-100%)** |
| Knowledge/Understanding | | | | |
| Demonstrates an understanding of the target audience /5 | - limited understanding of target audience and persuasive techniques | - some understanding of the target audience and persuasive techniques | - considerable understanding of the target audience and persuasive techniques | - thorough understanding of the target audience and persuasive techniques |
| Thinking/ Inquiry | | | | |
| Selects relevant information to enhance satire in ad /5 | - limited use of relevant information | - some use of relevant information | - considerable use of relevant information | - thorough use of relevant information |
| Communication | | | | |
| Visuals add to effectiveness and text supports message /5 | - limited contribution and limited use of persuasive language | - visuals make some contribution and some use of persuasive language | - considerable contribution and considerable use of persuasive language | - visuals make thorough contribution and thorough use of persuasive language |
| Application | | | | |
| Spoof ad clearly satirizes techniques of original /5 | - limited satire identified | - some satire identified | - considerable satire identified | - satire thoroughly identified and/or sophisticated |

Rubric

**Total: /20**

**Comments:**