

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?

Rubric

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

Total: /20

Comments: