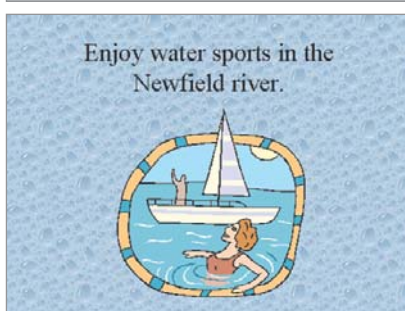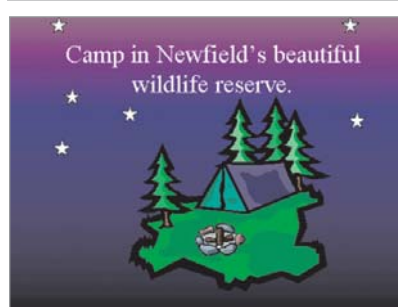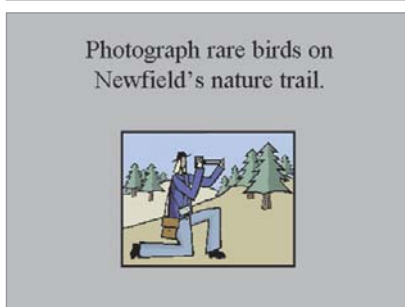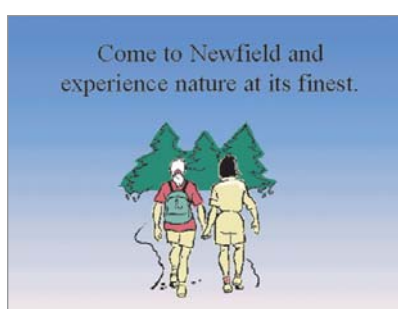# Advertisement

Do people come from other places to visit your community? If so, how do they learn about your community's great characteristics? How could you get more people interested in coming to your community? Community leaders often have advertisements created to show viewers all the reasons why people should visit the community.

✏️ Plan It

Create an advertisement to convince others to come to your community. Look at the following example:

Advertisement Presentation Example

Think about the following questions, and discuss your ideas with your partner. You might want to write your ideas on a sheet of paper.

- Why might people want to come to your community? What makes your community unique?

- What are the major sites and attractions in your community? What interesting areas or activities might people like to see and do?

Remember to use the rubric as a guide as you plan, do, review, and share.

For help on how to do certain skills, look at the following groups in the *Help Guide:*

- **Multimedia Group 1:** Getting to Know the Multimedia Software (**NOTE:** This group name will change depending on the *Help Guide* version being used.)

- **Multimedia Group 2:** Viewing and Working with Slides

- **Multimedia Group 3:** Building Presentations

- **Multimedia Group 4:** Making Slides Look Good

- **Multimedia Group 5:** Adding Words

- **Multimedia Group 6:** Adding Pictures and Artistic Effects

Do It

1. Start the multimedia software, and open a new, blank presentation.

2. Add a new, blank slide. Then, change the slide's background color.

3. Create an artful title, such as a WordArt or a FontWorks title, that invites people to come to your community. Change the look of the artful title as needed.

> **Challenge:** Add a sound or music file to your presentation's title slide. (For help, see Multimedia Skill 7.1: To add a sound or music file from the Clip Gallery, and Multimedia Skill 7.2: To add a sound or music file saved on your computer.) (**NOTE:** An icon for either a sound file or a music file will appear in your slide.)
>
> (**NOTE:** The Multimedia Skill 7.1 skill name will change depending on the *Help Guide* version being used.)

4. Insert a slide with a box for a title and another box for a picture. Add a background color of your choice, or if you want, add a fill effect, such as a gradient, texture, or pattern.

5. In the title text box, type a sentence that explains why people should come to your community. Change the look of the words as needed.

6. Add a picture that shows what you wrote in your sentence. You can insert clip art or a picture from the gallery, or you can start the graphics program, create a picture, and save it to your computer before inserting it into the slide. You can even use the drawing tools to make a picture on the slide.

7. Resize and move the text box and the picture, and delete any boxes you are not using.

8. Insert three more slides, each with a box for a title and another box for a picture. In each, add a background color or fill effect, and type a sentence about an interesting activity or area to do or see in your community. Then, change the look of the words, and add a picture that shows what you wrote about. Resize and move the sentence box and picture, and delete any boxes you are not using.

> **Challenge:** To help the advertisement flow smoothly from one slide to the next, add transitions between the slides. (For help, see Multimedia Skill 8.1: To add a special effect that plays between slides, or a slide transition.) (**NOTE:** Because adding transitions does not change the look of the slides, Challenge Examples are not shown at the end of this section.)

9. Save your work as directed.

Review It

Look over your community advertisement. Make sure it has the following elements:

- Title slide with an artful title that invites people to your community

- Four more slides, each with a sentence and a picture about an interesting to area or activity to see or do in your community

- Background colors and fill effects that help the slides look interesting

If any elements are missing, add them now. If you want, make other changes, as well. Remember to save your work when you are finished.

Share It

Be prepared to discuss your answers to the following questions:

- Why would people want to come to your community after seeing the advertisement? What about the advertisement might they find most interesting?

- Which slide is your favorite slide in your presentation? Why?

- What new skill did you learn today? For what other projects might you use that skill?