

## Worksheet 5: Advertising Railroads Today Assignment

Today train travel is not as popular as it used to be in America. Trains are used more for freight than for passenger travel. Airplanes are faster; cars are more prevalent than ever. Your job is to draw the American public back to train travel. Think about segments of society you may wish to speak to—environmentally conscientious, technology lovers, Baby Boomers--the large number of babies born after World War II—1946 to 1964—who are rapidly reaching retirement. Using one of the four types of advertising studied, create an advertisement for train travel today.

Before creating your advertisement, read the points below. Use them as a check-list. Your assignment will be graded on the following points:

I identified my target audience. My audience is \_\_\_\_\_.

My target audience's social values and way of life are being taken into consideration during the ad creation. Some values I want to appeal to are \_\_\_\_\_.

I created a theme based on my target audience's values and way of life to sell railroad travel today. My theme is \_\_\_\_\_.

My theme is creatively carried out in my advertisement.

I have specific details to support the theme. Some of the details to support my theme include:

---

---

---

My text supports my overall theme.

My visual work supports the ad's theme and text.

I use artwork that is appropriate to my theme.

My artwork uses any one of the following visual elements effectively to convey the theme:

Color  
Line  
Space