**2-D** (2 Dimensional) **Persuasive Assignment**

Details:

You are to pick an idea, a product, a campaign, etc. that you will use to create a 2 dimensional persuasive tool to help persuade your audience on your topic. This 2 dimensional object could include things such as a poster, print advertisement, a brochure, a web page (not social media websites), etc. You also need to submit, in writing, a written justification for why you included the design elements you did as well as explaining how your object demonstrates at least 2 different theories/concepts of persuasive communication that we have (or will in future chapters) discuss from the textbook. You must use at least one concept from two different chapters (this is to get each of you to branch away from the recently discussed Ch. 14 concepts). You will also “pitch” your idea and or product to the class and then subsequently briefly explain your object and the persuasive theories/concepts you’ve used.

**Bring to Class:**

1. **“The Pitch”**
   * A typed outline that you will use for your oral presentation or “pitch” of the idea, product, etc. This should have an Intro, Body, & Conclusion and be treated like a standard informative speech.
   * This part of the oral presentation is more formal and should be approximately 2 minutes in length.
2. **“The 2D Object”**
   * Create a 2 dimensional object. This could include things such as a poster, print advertisement, a brochure, a web page (not social media websites), etc.
   * This must be an original work that you created
   * Bring in a hard (printed) copy of whatever you created.
3. **The Explanation**
   * A written essay (approximately 2 pages typed, 12 pt font, double spaced) explaining the concepts you’ve employed and why you believe you have used them appropriately in this assignment.
   * This part of the oral presentation is less formal and should be 1-2 minutes in length. Please do not read the written essay word for word – just summarize it for us.

\*NOTE: Total talk time will be 3-4 minutes

**DUE DATE**: See Syllabus