

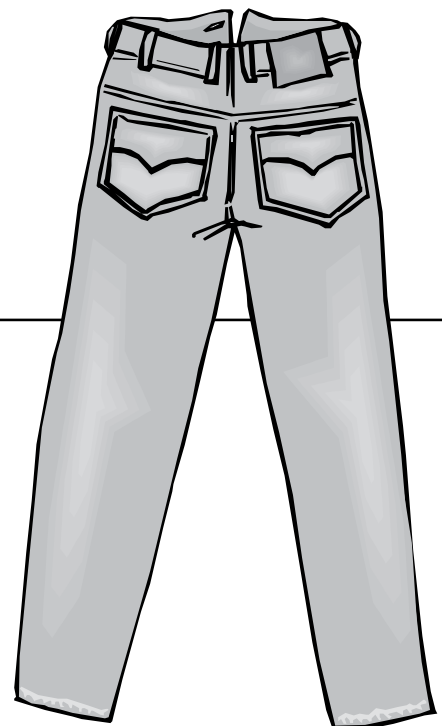


Name:

Date:

Instructions: Using photos from magazines or your own photos or drawings, design a print ad for jeans that includes images of realistic body types and positive messages about body types.

Ad Campaign

A large, empty rectangular box with a black border, intended for students to design a print advertisement for jeans. The box is mostly empty, with a drawing of jeans in the bottom right corner.

1. Who is the target audience for your ad? Why will your ad appeal to this group?
2. How might your ad influence a person's thoughts and behaviors about body image and self-esteem?