

AD PARODY ASSIGNMENT

Create your own parody of a national print advertisement, one that will not only get the audience's attention but will subvert the original purpose of the ad. Most good ad parodies are funny, but funny isn't essential here; grim and provocative parodies work nicely as well. The key is to point out a deeper truth, something missing from the ad, or else to turn the meaning of the ad in on itself.

Ideally, your parody should be more than a joke; it should make some sort of critical political/cultural/social statement. Whether the issue is related to the environment, health, labor, media concentration, or another cause, you might want to do some research to bolster your point.

Make sure that the criticism of the product or the ad is clear. Before you settle on an idea, ask yourself: If this parody ran in a national magazine, would readers understand it?

You may illustrate your parody with a sketch or a more professional-looking, computer-enhanced illustration. (If you want to use a photo for your parody but don't know how to use computer software, just bring the photo in and indicate where it should go in your sketch.) Regardless of your artistic skills (or lack thereof) please spend some time making the illustration look as good as possible. We may end up using the best parodies in the zine or posting them on a bulletin board in the school. A written description of your parody is not necessary, but feel free to include one if you think it'll help explain your thinking.

If you are parodying a specific ad, please bring in the original ad and include it with your work.