

GRADE 11 · UNIT E: CLIENT PROJECTS

Client Project: Ad Campaign Inspired by Design History

Lesson 24 of 44 · Day 1 of 4

DO NOW

Plan: students choose a movement, research it a bit further, and define their campaign's target audience and purpose.

TODAY'S PLAN

Plan: students choose a movement, research...

TODAY'S VOCABULARY

Ad Campaign

EXIT TICKET

Name the 3 specific techniques from your chosen movement that you used, and point to where each appears in your campaign.