Career Cluster

Advertising Poster

Assignment

Project Due Date_____

1. Review information on the occupational **clusters** from the Department of labor clusters listed in the Arizona Career Information System (AZCIS) web site or another career source that provides job clusters or groupings.
2. Using the computer, design and create a **professional advertising poster** to promote the Career Cluster. ((Clean, neat, artistic, avoid hand lettering or art unless it looks professionally done)
3. Design the poster on the computer to print in black, white and gray on 8 ½ by 11 inch paper.
4. Do research; use the computer for current Internet resources, the library or any other source available.
5. You advertisement should include **_all_** of the following items.

Item	Points
Title of cluster	5
Logo, slogan or graphic	5
Representation of jobs in the cluster (5 minimum)	10
Facts that encourage student interest (5 minimum)	10
Emotional Peer Appeal (through art, photos, phrases)	5
Factual Peer Appeal (facts of interests to teens)	5
Professional looking pictures, artwork and lettering	5
Creativity of design	5
Total points possible	50