



Name:  
MAKING A FAIR TRADE ADVERTISEMENT

Date:

Research one of the FAIR TRADE businesses listed below. Then create a one-page print advertisement that promotes one of its products. Use the rubric that follows for guidance.

DIVINE CHOCOLATE	SENDA SOCCER BALLS	ONE WORLD FLOWERS
TEN THOUSAND VILLAGES	GLOBAL GOODS PARTNERS	

<b>GENERAL REQUIREMENTS</b>	<b>POINTS</b>
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- |                                                                 |       |
|-----------------------------------------------------------------|-------|
| • Clear Use of a Design Strategy (Layout not scattered/random)  | _____ |
| • Creative presentation of information (text/pictures/graphics) | _____ |
| • Convinces the Reader to Consider Buying Fair Trade            | _____ |

**GRAPHIC DESIGN**

- |                                                               |       |
|---------------------------------------------------------------|-------|
| • Appropriate color scheme                                    | _____ |
| • Complementary colors for borders and text                   | _____ |
| • Includes at least one photo or illustration of product      | _____ |
| • Graphics are clear and readable                             | _____ |
| • Includes FAIR TRADE LOGO                                    | _____ |
| • Graphics fit the page adequately (not too big or too small) | _____ |

**USE OF TEXT**

- |                                         |       |
|-----------------------------------------|-------|
| • No Misspellings                       | _____ |
| • Text placement/alignments appropriate | _____ |
| • Short key phrases, not paragraph form | _____ |



# FAIR TRADE SCHOOLS

- Enough information is given about the product \_\_\_\_\_
- Enough information is given about FAIR TRADE \_\_\_\_\_
- Way for reader to obtain more information is included (website, phone #, etc.) \_\_\_\_\_

TOTAL: \_\_\_\_\_