

# FASHION STYLES

This project has two components to it, one is completing a presentation on one of the Fashion Styles and the other is creating advertisements persuading people to choose the style.

**Due date:** \_\_\_\_\_

## **Part 1 ~ Presentation**

You will be assigned a fashion style to complete a presentation. The presentation can be created using Adobe Spark, Canva or Google Slides. Information that must be included are as follows:

- Description of the style
- Characteristics or Elements of the Style
- Origination of the Style
- Photo Examples of the Style (variety of 5---2 of which must be celebrities)

Bonus information that can be included is:

- Rules of the Style
- Must have pieces for the Style
- Key Brands

## **Part 2 ~ Advertisements**

Once you have completed the presentation you should have good background knowledge of what is so great about your fashion style. You need to create two advertisements persuading people to choose your style. Only one advertisement can be a Celebrity Endorsement. The advertisements will be completed as part of your presentation. When making your advertisements, be as creative as you can –



remember, you want to attract people to this fashion style! Guidelines for the advertisements include:

- Must be colorful!
- Must use space effectively; avoid large areas of nothingness!
- Include the name of your fashion style, the year it originated and at least two other unique tidbits you learned about it!

**Notes:**

Assigned fashion style: \_\_\_\_\_

Description of the style in your own words:

Characteristics or elements of this style:

Style originated and/or became popular:

Rules of the style include:

Must-have pieces for a collection of this style:

Key brands:

Celebrities who wear this style well:



**Rubric:**

<b>Project Criteria (5 points each)</b>	<b>Present</b>	<b>Not Present</b>
Both presentation & advertisements include fashion style name		
Presentation includes description of fashion style		
Presentation includes characteristics or elements of fashion style		
Presentation & advertisements include the date of origination and/or popularity		
5 Photo examples of people wearing fashion style—2 must be celebrities		
Advertisements reflect two different persuasive techniques		
Advertisements are colorful, use space effectively, and include two additional pieces of information about the style		
Presentation & Advertisements are free of spelling & grammatical errors		
Oral Presentation of Style & Ads		
<b>Total Points:</b>		
<i>Bonus Information included (+ 5 points):</i>		

Comments:

