**Assignment: A Picture is Worth 1000 Words**

Every Good Picture Tells a Story

For Parts 1-3, replace the default image with an image of your choice from Ms. Hammond’s Hand Out folder. To do this, simply right-click the default image and choose “Change Picture…” then “From a file…” Navigate to Shared > Hammond > Hand Out > appropriate folder > image of your choice! Click Insert. Voila! A new image ☺

**PART 1: Commercial Photos**

Photos are used to sell products. By displaying their advertisements in the form of photos, companies are able to visually appeal to their audience’s emotions, values, wants and needs, to persuade their audience to buy what they are selling.

**Instructions:**

* (3 marks) Identify and explain the message, purpose, and audience
* (2 marks) Critique the advertisement’s effectiveness for its purpose and audience (why is it effective/ineffective and how could it be improved)



|  |  |
| --- | --- |
|  | **Response** |
| **1) Purpose**: | Replace this text with your response |
| **2) Audience**: | Replace this text with your response |
| **3) Message**: | Replace this text with your response |
| **4) Critique:** | Replace this text with your response |

**PART 2: Famous Photos**

|  |  |  |
| --- | --- | --- |
|  | **BEFORE RESEARCH** | **AFTER RESEARCH** |
| **1) Purpose**: | Replace this text with your response | Replace this text with your response |
| **2) Audience**: | Replace this text with your response | Replace this text with your response |
| **3) Message**: | Replace this text with your response | Replace this text with your response |

Photos are used to chronicle important events – whether they be treasured personal memories, or impactful world events. Photos are used to document history and communicate opinions and emotions surrounding these events to their audience.

**Instructions:**

* (1 mark) “Before Column”: Identify and explain what you believe are the message, purpose, and audience, just by looking at the picture (do not do any research yet!)
* Then, using the info provided in the image’s title, research the origin of the photo
* (3 marks) “After Column”: Make changes to column 1 based on what you learned



**PART 3: Everyday Photos**

When it comes down to it, every photograph tells a story. From the photos you see in the Sports column of the weekly newspaper, the editorial portraits of your favorite celebrities in the magazines you read, or the framed photograph from your parents’ wedding.

**Instructions:**

* (3 marks) Identify and explain the message, purpose, and audience of the photo
* (3 marks) Tell the story before, during & after the photo was taken (use your imagination)



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|  | **Response** |
| **1) Purpose**: | Replace this text with your response |
| **2) Audience**: | Replace this text with your response |
| **3) Message**: | Replace this text with your response |
| **4) Before:** | Replace this text with your response |
| **5) During:** | Replace this text with your response |
| **6) After:** | Replace this text with your response |