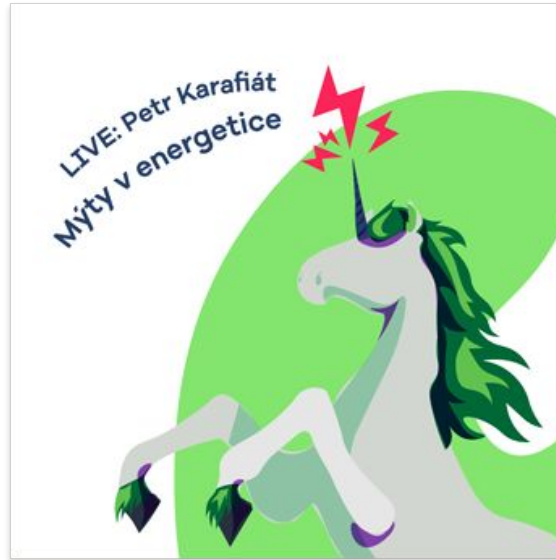


# **My TOP 3 projects**

**(..sort of)**

A woman with long brown hair and glasses, wearing an orange and white striped shirt, is holding a black hat. The hat has the text "Me presenting:" written on it in white. She is smiling and looking down at the hat. The background is white.

**Me  
presenting:**



*electricity storage; myths in energetics; on development in accumulation;*

- Digital illustrations, which we use to promote podcast about energetics on instagram. Adobe Illustrator

### TIPS AND TRICKS FOR MAKING SUCCESSFUL PRODUCT ADVERTISEMENTS

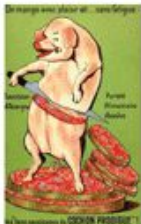
- The text should be short and easily readable
- Show the product while being used (not in the packaging!)
- Choose attractive people
- Emphasize words transmitting emotions

- The text should describe features, not use
- Mottos should be rhymed (puns are great too!)
- Logos should be visible
- Mention solutions to various problems the product can provide
- Make your ad stand out among others (make your ad upside down, use eye-catching photos ... be creative!)

4 Look at your classmates' advertisements and vote for one you like the most. Write the number of the advertisement on the paper and put into the container.

5 The old advertisements below would not be acceptable nowadays.

a. Do you have any idea why?



[https://www.boredpanda.com/strange-ads/funny-ads-google-images\\_medium-organic.htm\\_campaign-organic](https://www.boredpanda.com/strange-ads/funny-ads-google-images_medium-organic.htm_campaign-organic)

b. Imagine the following situation. You have come across to one of the advertisements in your favourite magazine. Write the editor a **short e-mail (60 - 70 words)** about why the magazine disappointed you and what your reaction is (to cancel subscription, to tell all your friends, to report this to the police...). You have got 12 minutes.

### Tenkrát na východě

1 V časovém limitu pět minut si protvůdíte i ostatní ukázky z této čísla kdysi oblíbeného periodika a nyní ji každý sám písemně zodpovízté tři otázky.



a. Potvrdili, nebo vyvrátili další dva příspěvky dataci, na které jste se jako třída shodli? Uveďte, co nám ukázky prozrazují o dějinné události.

b. Co je kromě tématu dalším jedním prvkem všech ukávek?

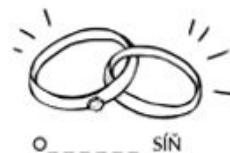
c. Jakou souvislost vidíte mezi ukávkami a názvem periodika Dikobraz?

d. Jaká další média kromě novin a časopisů v té době existovala?

2 Zaměřte svou pozornost na ukávkou č. 2.

a. Co tvoří její pointu?

b. Jsou obrazové příspěvky založené na satirě a humoru oblíbené i dnes? Pokud ne, tak proč? Pokud ano, tak proč a kde se s nimi můžeme setkat?



- A series of worksheets for kids in an elementary school, dealing with multiple topics and subjects (advertisement, fact-checking information in media and so on). Adobe inDesign



- A short, simple animation of a cat, digitally hand drawn. Adobe Photoshop