

WEB ANIMATION

FINAL PROJECT WORKSHEET

What product/service are you selling?	
Who is the target audience?	
What TV shows/times would you see your commercial airing?	
Is your commercial is going to be Logos, Ethos or Pathos? <ul style="list-style-type: none">○ Explain why you chose that strategy.	
Which Persuasive Advertising Techniques are you planning on using? <ul style="list-style-type: none">○ How and why are you using them?	