Ad Construction or Analysis: You are given either a choice of designing an ad using a variety of software applications including photoshop, haiku deck, adobe indesign, etc or analyzing an existing advertisement. The former option requires the use of a combination of words and image(s) on a single web page with a rationale of approximately 400 words on an attached word document as to what makes your ad efficient and why you chose that particular application, image and message over others; the latter, requires that you submit an analysis of approximately 1000 words of the ad of your choice. You will offer a critical assessment as to why the ad (do not choose a video!) is effective or not in a way that will include an educated deconstruction of the message and the images as well as a study of its wider sociocultural implications. Works will need to be cited in accordance with the MLA guidelines. Your work has to be double-spaced and use 12-point font. If you constructing an ad, you are required to use at least one, and if you are writing an analysis, at least, two scholarly sources. The following criteria are important: 1) Observation of the conventions of spelling (ideally, Canadian), grammar and syntax 2) Originality (please note that your assignment will be linked to turnitin) 3) Use at least two scholarly sources if you are analyzing an ad and at least, one, if you are constructing an ad. 4) Do not include links to any videos! 5) Maintain coherence. 6) Your word count will be 1000 words (and no more than 100 words above that word count) should you analyze an ad and around 400 words if you are constructing an ad, in which case, you should be writing on the research and construction process that went into your ad construction (mention why you chose to construct that ad from an informed perspective as you cite at least one scholarly source and which app(s) you used). 7) Works will need to be cited in accordance with the MLA guidelines (check https://owl.purdue.edu/owl/research\_and\_citation/mla\_style/mla\_formatting\_and\_style\_guide/mla\_formatting\_and\_style\_guide.html (Links to an external site.) for further details). 8) A late penalty of one percent per each late day will be applied within the first three days, upon which, there will be a 2 percent late penalty per each late day. 9) Please bring a hard copy of your assignment to class and also post your work through Quercus through the slot that I will be opening up under assignments over the next couple of days. 10) I will be opening up a slot on Quercus shortly for your submissions with a new due date of Sunday (morning) of February 2nd. Late submissions will be subject to penalties.