

**Submitted By:** Luca Ciccolini & Nancy Bardo

**Strategy Name:** CCENT Advertising Campaign

**Objective:**

Students will be able to describe the CCENT Program  
Students will attain project management skills  
Students will develop communication skills both verbal/written

**Materials Needed:**

Computer  
Word/Photoshop/Illustrator/Publisher  
TV/Recording Studio  
Internet/Phone/Email

**Summary:**

To educate students on what the CCENT program is/does and how students can get involved.  
Student will use multiple types of media as a conduit to educate their classmates.

Students will be using the skills attained in the PSA - STEM Project to aid in creation of this project.

**Process:**

Groups are assigned to create an advertising campaign focusing on promoting and educating students on the CCENT program.

Students will have to investigate the following information:

What is the CCENT Program?  
Where is the CCENT Program offered?  
How can students get involved in the CCENT Program?

The groups are responsible to create the following:

- 1) Full color magazine ad (measuring 8 x 10 inches)
- 2) 30-second television commercial (digital video format)
- 3) 25-second radio spot

Students work together on research and concept development. Each group submits a minimum of 10 detailed thumbnails for the print advertisement to the teacher, who helps choose a concept for the entire campaign. Each group generates original content (headline and narrative) and imagery (photographs, illustrations). Students may not use images from print publications or the internet except for a high-resolution logo from their organization, as each visual piece (print and video) must include the organization's logo.

**Assessment:**

Magazine Ad - 50 Points - [EXAMPLE](#)  
30 Second Commercial - 100 Points - [EXAMPLE](#)  
25 Second Radio Spot - 100 Points - [EXAMPLE](#)