***“Advertising the American Dream”***

1950s Billboard Assignment

Daily life had changed significantly during the 1950s. Advertising in the form of commercials and print items were prevalent and common aspects of society. With the growth of the automobile, advertising took on new forms with the increase of billboards. As with all advertisements, these billboards helped create and reinforce aspects of the 1950s culture

Your task will be to design your own billboard that would have appealed to some aspect of life in the 1950s- *don’t worry this will be done on paper.*

For this assignment you will need to think about your target audience and what specific aspects of their life or the “American Dream” these advertisements help reinforce.

Ideas/Areas

* Baby boom (think about all the new products, services, etc. are needed with the growth of children
* GI Bill/Returning Soldiers from WWII
* Housing (think about all the new products, services, etc. are needed with new homes
* Franchised Restaurants
* Life in the Suburbs
* Credit Cards
* Tract Homes
* Leisure Activities:
  + Magazines (Sports Illustrated, Reader’s Digest, Family Circle, etc.)
  + Sports
  + Comic Books
  + Movies
  + TV’s/Radios
* Women’s New Role
* New advancements in food technology

Target Audience:

* Men (i.e. a businessman, a family man, a GI returning home)
* Women (i.e. a new participant in the workforce, a mother, housewife, etc.)
* Teens
* Families

Requirements:

* Before you design this- you need to complete the questions/promptsYour message must relate to the pursuit of the American Dream and it must appeal to the motorist of the 1950s
* Visually appealing and colorful
* Clear and concise message with graphics and text.
  + If it is too wordy or confusing you’ll cause a pile up on the highway as people try to figure out your message.

**Questions/Prompts**

* Target Audience
* Product or Idea
* What will be your message?
* How will you convey your message?
* Explain how your “product or idea” relates to the American Dream of the 1950s

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