

FHCA 2050: Class Assignment 02 - Advergames

Due date: End of Class

ASSIGNMENT INFORMATION:

With your newfound knowledge of advergames, find and play and advergames online, either on your computer or on your smart phone.

Please write down the following:

- Game name:
- Platform (computer, browser, phone):
- What brand/product is it advertising?:
- Is it associative or demonstrative?
- What is your pre-existing opinion of the brand/product?:

Play for about 10-15 minutes, then note the following:

- How was the brand/product being advertised to you?
- Was the game fun/entertaining? Why or why not?
- Is it similar to other games you have played?
- Has this game changed your view of the brand/product? Why or why not?

And then, include a short text answering the following:

Do you think advergames are an effective way to advertise brands/products? Why or why not? If yes, what elements do you think make advergames effective? If no, what elements do you think make advergames ineffective?

FORMAT INSTRUCTIONS:

At the top of the first page, please include your first and last name, course code, and date. There is not a specific format required for this assignment. However, please proofread and check for grammar errors before turning it in.

TURN-IN INSTRUCTIONS:

Before the end of class, please email this assignment to kirby.mealer@paris.edu in a Word document format using this naming convention:

FHCA2050_CLASS_ASSIGNMENT_02_LASTNAME_FIRSTNAME

GRADING CRITERIA:

	5	4	3	2	1	0
Written Content	Assignment includes all assignment requirements.	Assignment is missing a few assignment requirements.	Assignment is missing half assignment requirements.	Assignment is missing more than half assignment requirements.	Assignment is missing almost all assignment requirements.	No assignment was submitted or does not include any assignment requirements.
	5	4	3	2	1	0
Grammar	Well-written work. No grammatical or spelling errors.	Well-written work. A few minor grammatical or spelling errors.	Average written work. Moderate amount of grammatical and/or spelling errors.	Poorly written work. Many grammatical and/or spelling errors.	Difficult to understand work. Grammar and spelling issues throughout the paper.	No work was submitted, or the work is incomprehensible.

Class Assignment 02 Total Points ____/10

This assignment can be re-submitted for a better grade. Must be re-submitted by week 15.