



How do I keep myself and others safe?

To ensure your safety and the safety of others while working on this project, you should:

1. Always inform a parent, guardian, or teacher before visiting a small business, and choose public and well-lit areas for interviews and interactions.
2. Respect the privacy and consent of small business owners when taking pictures or recording videos.
3. Be mindful of cultural sensitivities, and show respect towards the small business owners and their work.
4. Ethical advertising – It includes truthfulness, fairness and should be socially responsible. You should take care of the following:

(a) **Copyright:** Ensure that you use original content, or if using someone else's work (images, music, text), obtain permissions. Do not simply copy content from the Internet without mentioning the source. The process of copying content as such is called plagiarism.

(b) **Fake Advertising:** Never make false claims about a product or service. Your advertisement should reflect the real features and benefits of the product.

(c) **Cultural and Gender Sensitivity:** Avoid stereotypes or offensive content.



Internet Safety: Ask your teachers for help while using the Internet. Be careful not to upload or download anything without permission; and do not share personal information anywhere.



What do I need to know before I start?

Advertising is not just about selling a product or communicating a social message. The key elements of advertisements are storytelling, creating connections, and making an impact.

Before you start designing and making your advertisements, you must understand the key elements of advertisements.

