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 in-design, 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 by offering an educated deconstruction of the text (both the words and images) as well as a study of its wider socio-cultural implications. Your assignments can be formatted on the basis of the MLA or the APA guidelines; however, do remain consistent throughout, regardless of your choice. Your paper has to be double-spaced and use a 12-point font. If you constructing an ad, you are required to use at least one, and if you are writing an ad analysis, at least, two scholarly sources.