

# CHECK POINT: Create a Digital Ad Using Microsoft Copilot AI Tool

## Assignment Objective

You will create a digital advertisement for your business plan using [Microsoft Copilot](#). This assignment will walk you through generating an AI-assisted ad, designing a logo, and reflecting on your creative choices.

**Important:** You must use **Microsoft Copilot ONLY** for the ad creation. All TSC students can access Copilot by logging in with their TSC email credentials.

Your ad should be designed for a specific platform (e.g., bulletin board, YouTube, Instagram, TikTok, Facebook, X, or pop-up ad). You'll also use Canva to create a logo that reflects your business identity.

## Assignment Steps

Complete all 8 steps to receive full credit.

### Step 1: Create Your Copilot Prompt

Write a detailed prompt to guide Copilot in generating your ad. Include the following:

- Your Business Name
- A one-sentence description of your product/service and target audience
- A key message or feature to highlight (e.g., skill, strategy, or benefit)
- Your brand colors (2–3 colors)
- A slogan or tagline for your business

### Step 2: Generate Your Ad Using Copilot

- Enter your prompt into Microsoft Copilot
- Generate your digital ad
- Save the output for submission

### Step 3: Evaluate the AI-Generated Ad

Write a 1-paragraph summary that explains:

- What you liked and disliked about the ad
- What you would change or improve
- Any updates you would make to your original prompt

### Step 4: Create a logo that matches your business identity. *(This has bonus point opportunities.)*

Your logo must include:

- Your business name
- Icons or visuals that represent your product/service
- Place in a key in the bottom right of your logo a key that indicates your brand colors. This should be of 2-3 colors. *(Utilize [RapidTable](#) to define your business RGB colors. Include the exact Hex code of each color that is listed with the # symbol. Please Note: R = Red | G = Green | B = Blue)*
- A design style that fits your target audience (e.g., modern, playful, minimalist)

To qualify:

- You must use your TSC email for Canva.
- You must share a Canva View Link.
- Logos created with AI tools (including Copilot) will not qualify for this bonus.
- \*More information below on this bonus opportunity. \*

**Assignment Deadline: Monday, October 27, 2025 at 11:59pm**

*(Please Note: CheckPoints are generally due on Sunday's but due to the Canvas being down on Monday, October 20 and delaying all to view the assignment instructions this extension is provided.)*

### **Step 5: Write a Reflection**

Write a 1-page, double-spaced reflection (Times New Roman, 12 pt font) discussing:

- Why you chose your colors, fonts, and symbols
- How your logo reflects your business identity
- How your logo connects with your business goals and audience

### **Step 6: Choose Your Ad Platform**

Answer in 2–3 sentences:

- Which platform is best for your ad and why?
- Explain your reasoning clearly.

### **Step 7: Select the Best Time to Post**

Answer in 2–3 sentences:

- What time of day is best to post your ad and why?
- Mention any data or studies that support your choice.
- Explain how posting at a different time might affect your ad's performance.

### **Step 8: Submit Your Final Work**

Compile everything into one Word document and submit. Include:

- Your original Copilot prompt.
- 12-font. Times New Roman. Single Spaced.

*Insert a screen recording showing your full prompt and Copilot's response.*

- The AI-generated ad
- Your written summary from Step 3
- Your 1-page reflection from Step 5
- Your responses to Steps 6 and 7
- Note: For PC users, there is a free tool called [Snipping Tool](#) to record screen. For Apple users, please utilize the pre-installed screen recording feature option.

### **Bonus Point Opportunities**

*(Up to 10 Extra Points – MUST choose one of the following options.)*

Acceptable proof includes screenshots or files showing the logo was created in [Adobe Photoshop](#) or [Canva](#).

#### **Option 1: (10 Points)**

Design a logo in Canva and:

- Insert the image into your document
- Share the Canva View Link (must be created using your TSC email and a free account. This will allow me as your instructor to confirm this is associated with you. Sending from a personal account will not allow for the bonus points to be earned.)

#### **Option 2: (5 Points)**

Create **three logo options** using Microsoft Copilot.

- Explain in 3–5 sentences which logo is your top choice and why it's best for your business.

### **Important Notes**

- Complete all steps for full credit
- Use professional formatting and proofread your work
- If you have technical issues with Copilot, notify your instructor immediately.

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