Make a Powerpoint presentation to evaluate your finished product.

Use annotated images of your advertisement and your research and planning and saved progress images.

The commentary should be between 5—10 slides of a powerpoint presentation

* Explain the brief for your advertisement and describe the target audience. Explain how you aimed to address the brief.
* Briefly describe the research and planning you carried out, and explain how it helped you formulate your ideas.
* Analyse your advertisement in detail explaining how you have addressed/indicated:
* The target audience
* The USP
* The conventions of print advertisements
* What you have learnt about advertising/gender in advertising from writing your essay

You should analyse:

* Image – mise en scene, camera angle, composition
* Text – meaning, font choice (style, size, colour)
* Layout – positioning of image/text, size, point of focus
* Explain the changes you made when creating your advertisement and how feedback helped you make your decisions.
* Consider the strengths and weaknesses of your advertisement. You will need to:
* Carry out a product test on your advert to evaluate its success
* Compare your advertisement to your research