GCSE Media Studies

Advertising Production Exercise

**Your Task**

Produce a print advertisement for a new toy aimed at a particular target audience.

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| Task | Evidence | Student | Teacher |
| 1. Brief | A written brief that includes reference to the representation of gender in your advertisement |  |  |
| 1. Research into similar advertisements | At least 3 annotated advertisements with written responses using the questions provided |  |  |
| 1. Research into target audience | Questionnaires, interviews with focus groups, analysis of secondary source material (marketing materials, advertisers packs) |  |  |
| An ideal audience profile |  |  |
| 1. Plan Ideas | Mindmaps/notes/ideas on how you will address the brief |  |  |
| 1. Create a production schedule | A production schedule that clearly outlines how you will use your time and organise your use of actors, locations, equipment |  |  |
| 1. Drafts/mock ups/audience feedback | Main image ideas, annotate with reasons behind your choice linking it to the brief |  |  |
| Tagline/slogan ideas |  |  |
| Logo ideas |  |  |
| Font choice ideas |  |  |
| Layout ideas/mock ups |  |  |
| 1. Produce your print advertisement using at least one original image. Get feedback from your target audience throughout the process | Completed advertisement |  |  |
| 1. Appendix | Evidence of original photography |  |  |
| Evidence of changes made in response to feedback |  |  |
| Product testing results |  |  |
| 1. Evaluation | Powerpoint presentation with annotated images of your advertisement responding to the questions on the evaluation guidelines document |  |  |