Coursework assignment 3 – Evaluation – 800 words

Brief 5: An advertising campaign for a new product, to include a brand name design, and a full page magazine advert from each group member and a billboard poster, using original photography.

Write the name of your product as part of your heading.

Part 1 – Planning

1. What was your brief and what did you aim to produce?
2. Give a few details on the advertising campaign.
3. If you worked in a group give the names of the other members of the group
4. Which magazines would you advertise in?
5. How much does your product cost?
6. Who is/are your target audience (age, gender, income bracket if relevant, other interests)
7. What other adverts did you look at, were you influenced by? Give examples.
8. Describe the stages of planning the production, name of product, brand name design, what to film and when, selection of props/models, choice of shots.

Part 2 – Production process

1. Give an account of the working process – did you work well as a group?
2. Who did what? Explain the allocation of roles within the group.
3. Make your contribution to the production clear.
4. Name the technology you used – what kind of cameras and computer programs?
5. Write about how difficult or easy it was to use the equipment. For example, which aspect of the image manipulation was trickiest? What effects did you apply, what did you change from the original photo?
6. Describe any problems you had and explain how you overcame them.
7. Explain some of your choices of models, mise en scene (costume, lighting, actors, makeup, props, setting) colour, font and slogan.
8. How did you aim to attract your particular target audience?

Part 3 - Evaluation

1. Select one of two of your finished advertisements that you think are particularly successful and analyse them in detail.
2. How does your work compare with actual media texts, give examples!
3. Identify some elements that you think could have been more successful and explain how and why.
4. How have actual audiences responded to your production? Include some quotations from their comments.
5. End on a strong conclusion – what have you learned from making the production?

Appendix – you must attach evidence of original photography so print out some photos you took, include drawings, first designs, ideas for slogans and any printouts of rejected adverts. You can annotate these to indicate what needed improving or changing. As much evidence as possible of planning and production.