**Production Portfolio in Media Studies – Advertising Campaign**

You are going to create an advertising campaign for one of the following options:

* A new male/female beauty product (incl. Fragrance)
* A new sports/energy drink
* A new confectionary product (sweets or chocolate)
* A new clothing range

You will need to work in groups and you will need to create:

* + Brand name design (including logo)
  + 1 full-page magazine advert **per person**
  + 1 Billboard poster

**For all of your adverts you must use entirely original photography (i.e. taken by you)**

Marks:

* Planning and research – 30 marks
* Construction (i.e. adverts) 60 marks
* Evaluation– 30marks

You will get marked individually even if you work in a group. **Each person must create their own advert**.

# Stage 1: Planning and Research

* Background adverts – research other adverts. Find adverts, which you can use as inspiration for your own and annotate them in detail
* Create a brand name, slogan, copy (any other ad. Text), logo, USP (unique selling point)
* Target audience: age, gender, other interests, and income bracket
* Where/when/ product can be seen/bought/sold
* Audience research – questionnaires
* Plan images – who will you take picture of – decide on mise-en-scene (setting, props, costume, hair, make up, gesture, position)

**Stage 2 – Construction**

* Take a wide range of photos – decide which are better
* Use Macromedia Fireworks to construct your advert/billboard – remember a billboard is landscape!
* Produce draft of adverts – annotate saying what worked/didn’t
* Get feedback on your draft and make any necessary alterations

**Stage 3 – Evaluation**

* Your evaluation can be one or a combination of the following
* A written commentary (500-800 words)
* A PowerPoint presentation (5-10 slides)
* A podcast or audio presentation

**Production Schedule**

**Winter term**

**Week 1**

* Research and learn terminology
* Analyse and annotate variety of adverts

**Week 2**

* Decide on advertising campaign
* Start planning

**Week 3**

* Research relevant adverts – analyse and annotate
* Plan brand name, logo designs, ideas

**Week 4**

* Planning – designing flat plans of adverts, planning images
* ***Image taking lesson – bring in all necessary costumes, props, organise shoots***

**Week 5**

Construction of adverts – drafts

**Week 6**

Completion of adverts – by end of half term

**After Feb half term**

* Gain audience feedback on adverts
* Complete evaluations