**UNIT 20: Advertising Media Checklist**

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| TITLE | TASK | TICK WHEN COMPLETED |
| **LO1:** Know how existing advertising campaigns embed advertisements across a range of media products  **PASS 1** | Analyse an existing advert campaign that has created audio-visual adverts, viral marketing, print advertising and another advertising method. Create a visual fact file, Prezi or PowerPoint presentation which explores the campaigns aims and objectives; target audience; key messages; approach; representation; campaign logistics; choice of media; call to action; relevant legal and ethical issues; regulatory bodies, in line with the teaching content. |  |
| **MERIT 1** | Evaluate the message of delivery and the consistency across different media forms such as print, audio-visual for TV, online advertising. The evidence could be presented as a written report, slide presentation, or a fact file with illustrations. |  |
| **LO2 Be able to plan a cross media advertising campaign to a client brief**  **PASS 2** | Create a plan for a cross media advertising campaign to the client brief. You need to include a pitch proposal with supporting diagrams, a mood board and any material you wish suitable for a pitch to the client. A project plan with schedule of activities should be included. This pitch will be filmed on camera and added to your blog along with each document you create. |  |
| **PASS 3** | Pre-production materials for their planned media components. These include: research into genre and conventions; storyboard, production schedule with proposed launch dates; any other relevant material (i.e. sample footage and sounds). Evidence could be uploaded as hand drafted documentation with supporting notes or digital files. |  |
| **MERIT 2** | Justify your choice of components and the reasons why you have been incorporated within the advertising campaign. Evidence could be produced in the form of a formal word-processed document. |  |
| **DISTINCTION 1** | Discuss the legal and ethical issues applicable to your planned advertising campaign. The evidence could be presented as a written report or slide presentation with recorded voice over. |  |
| **LO3 Be able to produce the planned media components**  **PASS 4** | Produce planned media components to be used in the advertising campaign. You should provide an introduction to your advertisement components and present, as evidence, views of your advert and supporting material. The evidence could be as a written report, slide presentation or video interview. |  |
| **MERIT 3** | Explain how the required codes and conventions have been met when creating your media advertising components. Complete a short evaluation/analysis of your components to show: how what has been created has utilised understanding of and research undertaken on real media products in the genre they have chosen; how the codes and conventions they considered in your planning have been met and how this was achieved. The evidence could be presented as a written report or a presentation with recorded voiceover. |  |
| **DISTINCTION 2** | Demonstrate how the advisements technical and aesthetic properties meet the requirements of the clients brief and their preproduction plan. Evaluate your final components against the client brief and demonstrate how the components support the advertisement campaign. The evidence could be presented as a written report, slide presentation or a fact file with illustrations in a digital format. |  |