

## Journalism CTEC

### Essential Bridging Work

If you intend to enrol on this course you must complete the following bridging work.

It should take you about 4 hours. **You will need this work for your first lesson. Make sure you bring it with you.**

<p><b>Topic</b></p>	<p>As part of this course you will need to evaluate existing advertising campaigns, understanding what methods they use in order to be successful. You will then use this knowledge to produce your own campaign.</p>
<p><b>Task</b></p>	<p><b>Task 1 – Research and evaluate.</b> Evaluate an existing advertising campaign for a product (this can be for any product of your choice) and carry out some research using the following questions as guidance:</p> <ol style="list-style-type: none"> <li>1. What are the aims and objectives of the advertisement?</li> <li>2. Who are the target audience? Consider demographics (age, gender and others if applicable) and psychographics (likes/dislikes, personality, media viewing habits).</li> <li>3. What are the print-based advertisements used within the campaign?</li> <li>4. What is the campaign message?</li> <li>5. What are some of the legal and ethical issues that the producers may face? (Consider copyright, royalties, offensive language etc.)</li> </ol> <p><b>Task 2 – Production.</b> To plan an advertising campaign for a product of your choice (this should be a brand new product but can be based on an existing one.) Include the following in your plan:</p> <ol style="list-style-type: none"> <li>1. What is the product being advertised and why?</li> <li>2. What is the campaign message?</li> <li>3. Who is the target audience and how will your campaign message appeal to this demographic?</li> <li>4. How will your target audience access the message?</li> <li>5. What print-based advertisements will be included in your campaign?</li> </ol> <p>Extension task – Create a mood board showing the influences behind your chosen advertising campaign.</p>
<p><b>Resources</b></p>	<p><a href="http://www.asa.org.ac.uk">http://www.asa.org.ac.uk</a> – This is the website for the Advertising Standards Authority, which has lots of useful information on advertising codes for advertisers.</p> <p>Further information on advertising within the media – <a href="http://www.bbc.co.uk/education/guides/z2p4qty/revision">http://www.bbc.co.uk/education/guides/z2p4qty/revision</a></p>
<p><b>Presentation</b></p>	<p>Task 1 and Task 2 can both be either handwritten and/or typed up in a Word document or PowerPoint. Please bring it to your first lesson to be handed in.</p>