

Advertising Agency Ltd

Scenario

You have just got a job at an advertising agency and your first task is to create an advertisement for a new product for one of the company's clients.



Design Task



To create a 2 to 3 min advertisement for the product using a digital camera and Microsoft movie maker.

Criteria:

1. This advertisement is to be made cooperatively with your school group.
2. Each star stage* needs to be signed off by the teacher before you can move on to your next stage.
3. * Using a storyboard- plan your script, frames and angles for camera shots. At least 10 frames.
4. Using your camera shoot the photos for your storyboard frames (experiment until you have what you want). Continually review and reflect.
5. *Download the photos onto the laptop- continue to reflect and review (you may need to retake)
6. *Using moviemaker follow the instructions to add your photos and create your advertisement.
7. *Record voice and add music to your advertisement.

Remember to work cooperatively\ listen to the ideas of others and HAVE FUN



Evaluation:

Critique using a PMI together:(greats/ not so greats/ improvements)