INTRODUCTION

Your brief is to design and create a 30 second ad for either APHS or a product (for example bottled air or selling free range eggs) that is suitable for young children/adults, that is a PG rating. The brief has been broken into three main parts:

Part One   Design
This is the foundation stage for brainstorming of ideas, research and data gathering, storyboarding, ad design and mapping.

Part Two   Production
This involves the creation of characters, sounds, sets (if needed), story line, using a digital camera and Adobe Premiere CS4/5 or iMovie HD.

Part Three   Evaluation
This involves evaluating the finished ad and the way in which the work was done.
REQUIREMENTS FOR ASSESSMENT

In order to undertake this task you will need to

- Decide the target audience for your ad (10 to 20 years old)
- Carefully consider the audience and theme/type of the ad
- Manage the time you have been allocated efficiently

To be submitted for assessment purposes:

Part I  Design
1. The digital prototype (using MS PowerPoint or Prezi)
   - Identifying the target audience, key features for ad and the brainstorming processes behind these decisions
   - Listing the application software and hardware required to complete the ad
   - Details of information sources to be used
   - Examples of the ad design elements displayed visually using MS PowerPoint or Prezi.

Part II  Production
2. A finished ad needs to meet the following requirements:
   - A storyboard of your ad (the major scenes)
   - The length of the ad must be 30 seconds.
   - Uses appropriate design and screen elements.
   - Includes appropriate sound(s) and/or music.
   - Shows evidence of movie editing, original ideas and additional effects.
   - Show evidence of credits and title screen.
   - Graphic and sound elements fit the nature of the ad design.
   - Displays imagination and continuity of design.
   - Correctly acknowledges data/music selected from other sources.
   - Must include all files (including the movie clips taken using the digital camera).

Part III  Evaluation
3. The evaluation report of 1 A4 page in MS PowerPoint
   - Identifying student names and topic
   - Comprehensively completed showing authentic reflective processes.
   - Clear conclusion noting degree to which your project was successful
   - Detailed record of work done showing times and dates (log book)


### GUIDELINES FOR MARKING AND FEEDBACK

**GRAPHICS**

<table>
<thead>
<tr>
<th>Student name:</th>
<th>Mark</th>
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**Part one - Design**

5.3.1 justifies the use of a range of relevant and associated materials

**Digital prototype**
- Identifying the target audience, key features for stop motion and the brainstorming processes behind these decisions /4
- Details of information and graphic(s) sources to be used /4
- Story board /10

5.3.2 selects and uses appropriate materials for specific applications

**Digital prototype**
- Listing the application software and hardware required to complete the ad /2

**Teacher comment**

| Design Total | /20 |

**Part two - Production**

5.2.2 identifies, selects and competently uses a range of hand and machine tools, equipment and processes to produce quality practical projects

**Stop motion**
- Ad is 30 seconds in length /1
- Includes appropriate background images, sound(s) and movies /5
- Shows evidence of movie editing, sound creation/editing, set creation, original sound /20
- Engages the audience and is entertaining /5

5.2.1 applies design principles in the modification, development and production of projects

**Stop motion**
- Is well organized /5
- Displays imagination and continuity of design /5
- Degree of skills displayed in the creation of the ad /10
- Correctly acknowledges data selected from other sources /5
- Ad functions correctly and includes a title screen and credits screen /5

**Teacher comment**

| Production Total | /60 |

**Part three - Evaluation**

5.6.1 evaluates products in terms of functional, economic, aesthetic and environmental qualities and quality of construction

**Report**
- Identifying student name and topic /2
- Comprehensively completed showing authentic reflective processes. /3
- Clear conclusion noting degree to which your project was successful /5

5.5.1 applies and transfers acquired knowledge and skills to subsequent learning experiences in a variety of contexts and projects

**Report**
- Detailed record of work done showing times and dates (including images of when things were created and description of the creation process) /10

**Teacher comment**

| Evaluation Total | /20 |

| PROJECT TOTAL | /100 |