

# Medium Term Plan: ADVERTISING

<b>Title of Unit:</b> advertising	<b>Year:</b> 10	<b>Term:</b> 2 <sup>ND</sup> HALF Spring Term + Nearly all of Summer Term	<b>Duration:</b> 20+weeks
<b>Overview:</b> This is an extensive Unit of both research and practical Advertising production work that accounts for around 15 % of the students final GCSE grade through Controlled Assessment			
<b>Assessing Prior Learning to this Unit:</b> Students have completed a short 5 week introduction to Media Studies scheme of work in which prior Media Knowledge and awareness of key terms and concepts has been addressed. They have also completed their other coursework task unit on Magazines in which their analytical, creative and ICT skills have been assessed.		<b>Future Learning:</b> Students will be moving on to a group practical project unit on Music Video marketing and promotion which both require a development of skills learnt in this unit, and is essentially the reason for the large practical element at the end of this unit which is not assessed. This serves as a practice run for their extremely important project at the start of yr 11.	
<p style="text-align: center;"><b>Key Concepts:</b></p> <p><b>Media Language.</b> what are the typical codes and conventions of the respective media product?.</p> <p><b>Audiences</b> The consumption of media texts by different audiences should be considered. How are audiences segmented and then targeted?</p> <p><b>Representation</b> Goffmans theory: Laura Mulvey and the Male Gaze, the sexualisation of Women in adverts: what images of people, groups or places are represented?</p> <p><b>Institution</b> How does the regulatory body for this industry effect production processes? how has the product been adapted to suit a particular platform? what different production processes have been required? how have the texts been financed, scheduled, produced and/or distributed?</p>	<p style="text-align: center;"><b>Key Questions for this Unit:</b></p> <ul style="list-style-type: none"> <li>▪ What is Advertising how does it effect our lives?</li> <li>▪ How to adverts work: what techniques do advertisers use?</li> <li>▪ How is gender represented in advertising?</li> <li>▪ How can magazines target specific audiences?</li> <li>▪ How can Maslow's Hierarchy of needs apply to target audiences in advertising</li> <li>▪ What are the institutional constraints on Advertisers?</li> <li>▪ How are adverts made?</li> </ul>		<p style="text-align: center;"><b>Key Words:</b></p> <ul style="list-style-type: none"> <li>▪ Synergy</li> <li>▪ Regulation</li> <li>▪ Marketing</li> <li>▪ Demographic</li> <li>▪ Audience Segmentation</li> <li>▪ Pack Shot</li> <li>▪ Jingle</li> </ul>
<p style="text-align: center;"><b>English Learning focuses:</b></p>	<p style="text-align: center;"><b>Functional skills:</b></p>		<p style="text-align: center;"><b>Literacy Focuses</b></p> <ol style="list-style-type: none"> <li>1. <b>Language of Analysis</b></li> <li>2. <b>Alliteration (slogans)</b></li> <li>3. <b>Emotive Language</b></li> </ol>

<b>Outcomes /Assessment</b>  <b>Outcomes: I. An analysis</b> of the advertising campaign for one product on two different media platforms. A Design and pre production portfolio for a new Advertising campaign. Followed by extension group activity of planning and filming a short 20 – 30 second advert. <ul style="list-style-type: none"> <li>▪ <b>APP Assessment criteria:</b></li> <li>▪ <b>Peer Assessment:</b> Peer assess each other’s analysis</li> <li>▪ <b>Teacher Assessment:</b> Analysis task 1 + Pre - Production task 2</li> <li>▪ <b>Evidence and recording:</b> Controlled Assessment grades recorded at end of the unit</li> </ul>	
<b>Personalised Learning</b>  <b>High attaining:</b> Extension activities (groupactivities) and additional advertising and marketing design work.  <b>Support:</b> Differentiated resources, support in group activities  <b>Grouping:</b> Mixed ability	<b>Core Texts/ Resources</b> <ul style="list-style-type: none"> <li>▪ Copies of ads both digital and hard copies</li> <li>▪ Youtube / adsoftheworld.com</li> <li>▪ Exemplar analysis work</li> <li>▪ Computers and ICT rooms for Photoshop work + internet research of campaigns</li> <li>▪ Digital Cameras</li> <li>▪ Video cameras</li> <li>▪ Apple computers with imovie editing software</li> </ul>
<b>Cross Curriculum Opportunities</b>  <b>Creative Thinkers</b> Generate ideas and explore possibilities.  <b>Art :</b> Logo Design / Photography workshops <b>Music:</b> Jingle writing / Soundtrack Writing	<b>NC Dimensions</b>  <b>Healthy lifestyles</b>  <b>Community Participation</b>  <b>Technology and Media</b>  <b>Creativity and Critical Thinking</b>
<b>Use of ICT</b> <ul style="list-style-type: none"> <li>▪ Use of interactive whiteboards to engage learners and support learning activities</li> <li>▪ Use of Adobe Photoshop and Digital cameras to teach basic design skills and photo retouching techniques.</li> <li>▪ Internet research</li> <li>▪ Blogging : Students completer blogging task and embed media into their websites.</li> </ul>	<b>Health and Safety</b> Usual classroom safe practice.

### Outline of Lessons

<b>Week 1: Introduction to unit</b> <ul style="list-style-type: none"> <li>- What is advertising?</li> <li>- Favourite ads : presentations</li> <li>- Appeals of advertising : how they work</li> </ul>
<b>Week 2: Analysing Ads</b> <ul style="list-style-type: none"> <li>- Textual analysis : print ads</li> <li>- Analysis of Moving image ads</li> <li>- Analysing a front cover</li> </ul>
<b>Week 3: Audiences</b> <ul style="list-style-type: none"> <li>- Ad techniques recap</li> <li>- Audience segmentation</li> </ul>

- Maslows theory

**Week 4: Representation**

- Women in ads
- Men in ads

**Week 5: Analysis of Campaigns**

- Looking at existing campaigns
- Finding your won campaign (internet)

**Week 6 : Controlled Assessment**

- Task explained: comparison of ad campaigns

**Week 7 : Controlled Assessment I (continued)**

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**Week 8 : Controlled Assessment I (continued)**

- Self assessment of analysis

**Week 9 : Controlled Assessment 2: Pre production Booklets: Their own campaigns:**

- Recap of design skills needed
- Students complete their pre production booklets in class under controlled assessment conditions

**Week 10 : Controlled Assessment 2: Pre production Booklets: continued**

**Week 11 : Controlled Assessment 2: Pre production Booklets: continued**

**Week 12 : Controlled Assessment 2: Pre production Booklets: continued**

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**Week 13: Introduction to Film making**

- Storyboarding
- Shooting plans
- Health and safety (ground rules)

**Week 14: Audio / visual Advert Pre production :**

**Week 15 – 18: Advert Shooting:**

- Students in groups given cameras and are asked to film their adverts

**Week 18 – 21: Editing:**

- Introduction to IMOVIE

**Teacher Evaluation of Unit of Work**