

Year 12 September 2022 Cohort

Summer Transition Work – Media Studies

Advertising and Marketing

Task 1 - Research

1. Find examples of 3 print adverts (a still image or poster – think about what you might see in a magazine or a bus stop). For each one create a written analysis. Use these questions to guide you: how they are trying to sell their product? How is colour used? How are models used? Who is the target audience? How successful is the advert?
2. Find examples of 3 movie posters. Create a written analysis for each one. Use these questions to guide your thinking: what expectations does it create? What does it tell us about the plot? How is colour used? How are the actors used? What expectations does it create? What genre of film is it? How successful is it in building anticipation?
3. Find examples of 3 audio-visual adverts. (The kind of adverts you'd see on TV or before youtube videos) For each one create a written analysis. Use these questions to guide you: how they are trying to sell their product? How is colour used? How are actors used? Who is the target audience? How successful is the advert? How is it edited together? What kind of feeling does it create?

Task 2 – Whole Business Approach

1. Choose one large company – e.g. Coca-Cola
2. Create a portfolio of different advertisements they have produced in the last 2-3 years
3. What patterns can you identify in their approach?
4. How many different media channels do they use to sell their product?
5. How does their advertising link together?
6. Evaluate how successful their brand identity is

Task 3 – Practical

1. Choose a well-known product (perhaps it is a product you have already researched)
2. Design a print advert (no moving images, not too much text) where you are attempting to market that product. Think about: Target Audience, how it fits in with the brand, the mood you want to create etc.
3. Create your advert. All images must be your own – no copying and pasting from online!