

TV Advert Report OR Video Case Study - Styles & Techniques

Date of Issue:	Friday 10th March
Submission Deadline:	Friday 7 th April
Assignment Duration (approximately)	4 weeks

Qualification	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)
Unit	Unit 30: Advertisement Production for Television/ Learning Outcome 1
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario

You need to produce a **Report or Video Case Study** describing, explaining, or comprehensively explaining the structures and techniques of Television Adverts with examples and subject terminology.

The purpose of this ~~report~~ **Report or Video Case Study** is to *The Hive Business* and *Help you Creatives* that you have an understanding of the fundamental structure of Advertising before you go on to create your own TV Advert and Viral Campaign for your 'Webisodes – Viral Campaign' project.

You should carry out research into the structure and techniques used in a range of TV adverts and present your findings by discussing the impact/role that they play in connecting with their audience.



TV Advert Report or Case Study - Styles & Techniques

You need to create a **Report or Video Case Study** that demonstrates knowledge of the Styles and Techniques within Advertisement Production for Television. You will discuss the following:

- Form**
- Style**
- Codes and conventions**
- Mise-en-scene**
- Computer graphics**
- Target Audience**
- Techniques**
- ASA/ Ofcom regulation**
- How/ why ideas are originated for a specific product**

Once complete, the **Report or Case Study** needs to be posted to your Google Classroom.

Covers Learning Outcome:	U30 LO1
Submission Deadline:	Friday 7 th April

Evidence to be submitted:

TV Advert Report OR Case Study - Styles & Techniques uploaded to Google Classroom

(Please ensure the work is in a Digital Format eg the actual Document or Video file that you provide here)

Sources of Information

Social Media

- Twitter - <https://twitter.com/bcotmedia>
- Facebook Group - <https://www.facebook.com/groups/649921418423094/>

Blog

- The 'advertising' tag on the blog for Creative Media students at BCoT
<http://bcotmedia.tumblr.com/tagged/advertising>

Textbooks

- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book* (Pearson, 2010) ISBN 978-1846906725
- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource Pack* (Pearson, 2010) ISBN 978-1846907371

Local Employers

- The Hive Business are supporting the learners throughout the project
<http://thehivebusiness.com/>
- Hello You Creatives are also available to learners for help <http://helloyoucreatives.com/>

To successfully achieve the project you must:

The assignment must be submitted by 23.59 p.m. on the date specified or on the agreed upon extension deadline. Extensions will only be permitted if you have a legitimate reason and have spoken to both your tutor and the Lead Internal Verifier who have both agreed to the extension.

Being ill will not be considered a legitimate excuse for not submitting the work on the due date, unless previously discussed with the unit lecturer and/or your tutor well before the due date.

Work presented in an assessment must be the student's own. Plagiarism is where a student copies work from another source, published or unpublished (including the work of a fellow student or of a tutor) and fails to acknowledge the influence of another's work or to attribute quotes to the author. Plagiarism is an academic offence.

Complete and sign the declaration form at the back of this assignment brief – your work will not be marked if you do not do this. The signature can be done digitally; this will be taken as you officially signing the declarations. Although we will need your handwritten signature if your work is Internally Verified or Externally Verified.

Date of Submission:	Friday 7 th April
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

General Feedback Comments

If you have any questions in regard to the feedback/grade provided here see me or email me and I will clarify any issues.

Grade Achieved:	
Resubmission Grade Achieved:	

Criteria		Criteria Feedback
Unit 30. Advertisement Production for Television. Learning Outcome No. 1		
P 1	Describe structures and techniques of television advertisements with some appropriate use of subject terminology	
M 1	Explain structures and techniques of television advertisements with reference to detailed illustrative examples and with generally correct use of subject terminology	
D 1	Comprehensively explain structures and techniques of television advertisements with elucidated examples and consistently using subject terminology correctly	

Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration

Learner name:		Assessor name:	Scott Hayden		
Issue date:	Friday 10th March	Submission date:	Friday 7 th April	Submitted on:	
Programme:	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)				
Unit:	30. Advertisement Production for Television				

Individual work identification for group assignments

Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	LO1		
Additional comments to the Assessor:			

Learner declaration

I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.			
Learner signature:		Date:	