



Name : _____ **Due Date :** _____
Coursework Title : Pre-production for TV Advert.

Component : AO1/AO3 : Knowledge and Understanding of media organisations and the texts they produce/links between text & audience/variety of...

Component : AO4 : Evaluation for Pre-Production - overleaf

Brief : You should produce a folder of work which shows that you can plan a TV Advert. It should contain all sections of the 'RISCIT' guidelines :

1. **CONTENT RESEARCH** into TV adverts to identify conventions and a piece of **AUDIENCE RESEARCH**. Evaluate both of these. What can you use?
2. A brainstorm of **IDEAS** resulting from your research. Evaluate the ideas, resulting in
3. A **SYNOPSIS** of your final idea. How will it suit your target audience?
4. You should **CREATE** a shot list & storyboard and then....
5. It needs evaluating for content issueslegal & ethical suitability for your audience.

Grading Decisions :

Level 1	Level 2	Level 3
Brief responses using simple language.	Layout of storyboard follows industry conventions.	Own research done into advertising techniques.
Look at other adverts and give brief description.	Storyboard contains techniques already seen in professional products analysed.	Layout of storyboard is detailed and accurate, showing industry conventions. Quality work.
Brainstorm of own ideas for an advert.	Synopsis shows clear aim and the folder contains material suitable for target audience.	Research includes figures to show understanding of competition.
Simple explanation of own audience research.	Content & audience research is more detailed.	Explanation of own research uses high level language. Findings used in own plans.
Produce a shot list for an advert.	Clear use of audience terminology in analysis of professional product and own audience research.	
Produce a storyboard.		
STUDENT TARGET GRADE: G F	E D C	B A A*
ACTUAL MARK : 1 2 3	4 5 6	7 8 9
SUMMARY OF MARKS : AO1: AO3:	ASSESSOR:	