

Welcome to the Hautlieu School Media Department

Ms Magowan



Watch these [charity adverts](#)...
(Click on each image)

- How did they make you feel?
- Which one was more effective in getting its message across and why?
- What might you have done differently?



**Save the
Children**

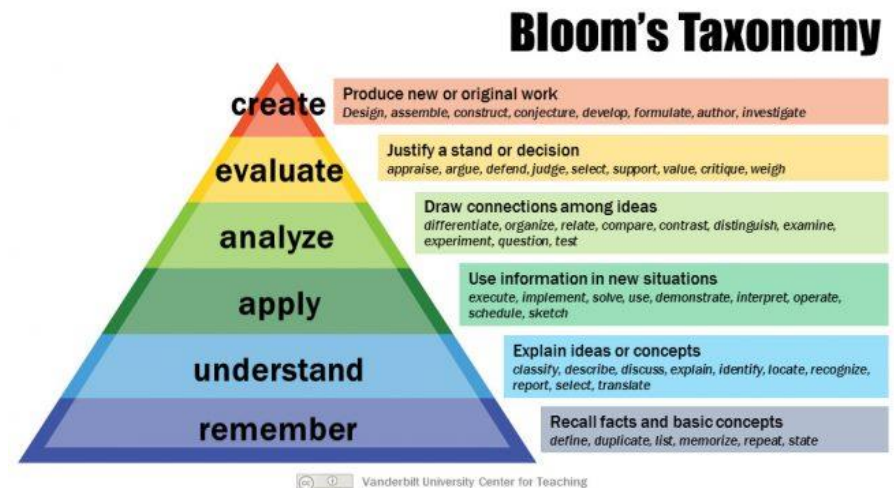


Hautlieu School
YR12
Media Studies

Summer Induction Task:
AO3: Create media products for an intended audience

By completing this task...

- You'll be learning about processes and principles attached to **Advertising and Marketing** – an **institutional focus** for **textual analysis** within the AQA A Level syllabus.
- You will need to construct your own **magazine advertisement** as part of a charity **advertising campaign** for an existing charity highlighting a specific political cause or social issue.
- You may need to **look up any of the words in red** as these are keywords which connect with **Media Language, Representation, Audience and Industry** – concepts which are all part of the **theoretical framework** featured in YR 12 Media Studies. We appreciate that this terminology is probably going to be a new “language” for you to learn in itself!
- *The activities marked *S are stretch and challenge activities designed to maximise the potential of learners who have a specific interest/aptitude for this subject. You should attempt these activities if you are predicted mostly B grades or above at GCSE level.*





Induction Task Brief:

- Construct a **magazine advert** (*S= 2+ adverts) for an **advertising campaign** for your charity featuring an original **focal image** and **advertising slogan (tagline)**.
- Write a statement of intent of around 300 words explaining who your **target audience** are and why you have chosen to **encode** a either positive or negative **message** into your **advert** in order to meet their needs/expectations.

You can choose to create a magazine advert for any one of the following charities:

1. [JSPCA– Animal Welfare](#)
2. [The Shelter Trust– Homelessness](#)
3. [Mind Jersey – Mental Health Issues](#) *s

**s= a stretch and challenge activity/level for students seeking a greater creative and academic challenge.*

The 4 Phases of Constructing a Campaign

- Phase 1: Research into Product and Audience
- Phase 2: Statement of Intent
- Phase 3: Art Direction
- Phase 4: Copywriting





RESEARCH AND
DEVELOPMENT

Phase 1: Research Into Product and Audience

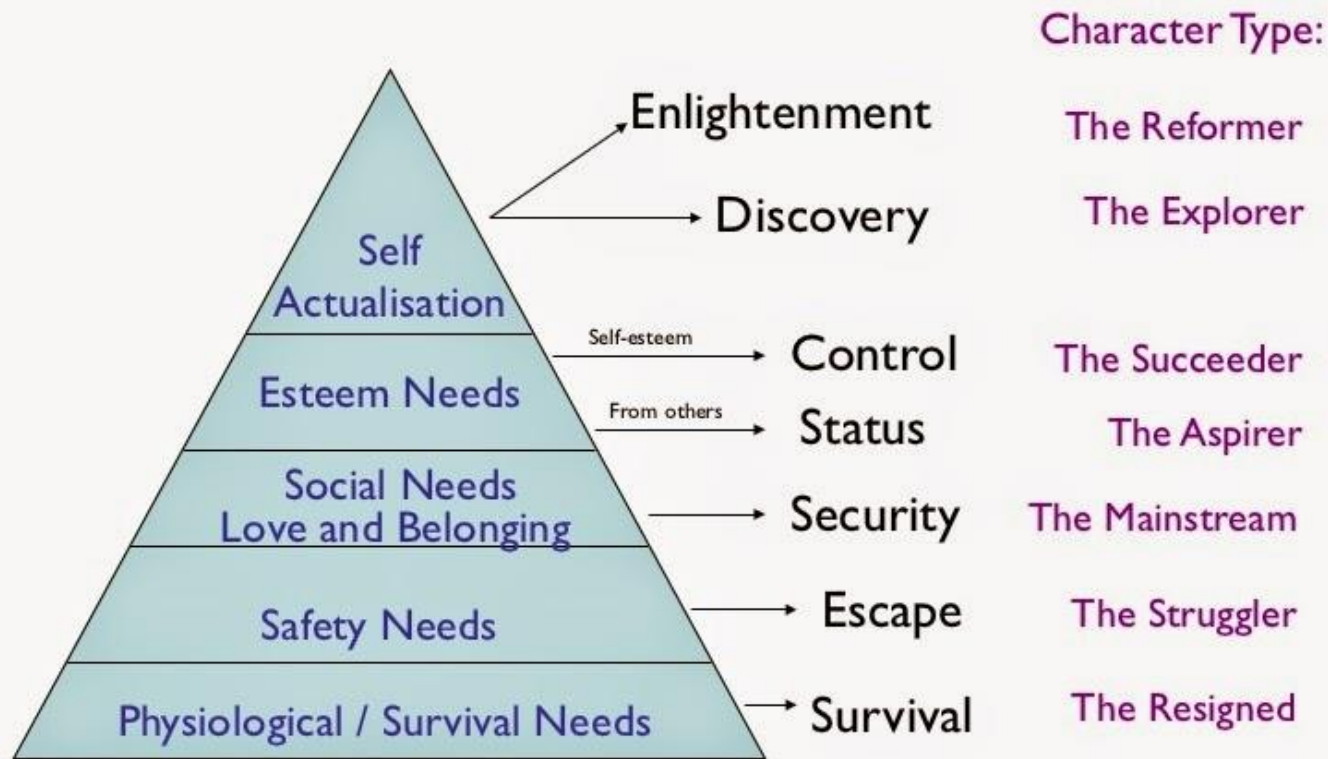
- 1) **So some basic research into your charity** – consider: what services does it provide?/who is it for?/what specific projects have they been raising funds for lately?
- 2) **Find examples of similar campaigns for similar charities or social issues.**
 - 1) Consider why you think they are successful or unsuccessful.
 - 2) **S* Consider how “success” would be measured in this case.**
- 3) **Uncover the **visual conventions** associated with advertising this kind of product.**
 - 1) Are there any similar (**generic**) patterns or themes emerging?
 - 2) **S* Will your approach to your campaign be to reinforce or challenge these conventions and the representations contained within them?**
- 4) **Work out who your **target audience** are in terms of age, gender and income/occupation (**demographic data**).**
***S Also try to work out what motivates your audience(**psychographic data**).**

Demographic Descriptors - Class



*Psychographic Descriptors- Motivation

Maslow compared with 4Cs



Phase 2: Statement of Intent



Find a particular **strategy** for advertising your charity which fits with your **audience profile** and use it to create a **statement of intent** for your product.

The **statement of intent** should be structured in 5 parts here is a writing frame:

1. “My magazine advert is for... (describe charity)”
2. “My target audience are ... (age/gender/class)”
3. “The issue which I am raising awareness of is...” (describe issue or project)
4. “I am going to adopt a negative/positive advertising strategy for this campaign because... (say why this is appropriate for your audience)”
5. “I have decided to use x images and y slogan because...(connect to needs of target audience)”

S = Consider the **strategic placement** of your advertisement e.g.. Which magazine or newspaper would your advert positioned and why have you chosen to put it there?*

Strategy 1:
Negative
Emotional
Appeal





More than relief

✓ food ✓ water ✓ shelter ✓ a future

From Indonesia to our own
Gulf Coast, Oxfam helps
communities not just rebuild,
but build back better.

Together, we can end poverty.

Strategy 2: Positive
Emotional Appeal |

Phase 3: Art Direction



Construct a **Magazine Advert** for your product.

- Use an appropriate **focal image** (an original photograph which has been edited and cropped)
- Use an appropriately **edited** background
- Ensure that you have **branded** your product by including the **company logo (taken from the internet)**
- Use any program you like e.g. **MS Word, Photoshop, PowerPoint, Paint!** but try to ensure that you manipulate or **edit** your raw images where possible.

REMEMBER : Think about the meanings attached to the specific **signifiers** which you have **selected** e.g. use of models, costume, props, background, colour, **company logo** etc. and how you have **combined** them together to create a specific message for your **target audience**.

S - now that you have made your product(s) consider whether they reinforce or challenge conventional approaches to advertising this kind of product.*

Phase 4: Copywriting



All ideas are
creative.
The difference is
that some **speak**
for **themselves.**

1. Now add a **slogan** to your magazine advert which links to the aims outlined in your **statement of intent** for promoting the charity and issue. This process is known as **“copywriting”**.
2. In your **statement of intent**, explain why you think this slogan would be good for your campaign and why it would help to reinforce or **anchor** your **brand message** effectively.



Submission Of Work

You should email:

- 1) PDF version of your finished magazine advert(s) to me (Ms Magowan) along with
- 2) word doc containing your 250-300 word statement of intent by September 14th to this address:

l.magowan@hautlieu.sch.je

How You'll Be Assessed

This induction task focuses on this specific assessment objectives related to the AQA Media syllabus:

- **AO3:** Create media products for an intended audience by applying knowledge and understanding of the theoretical framework of media to communicate meaning. This will be assessed by judging the quality and appropriateness of your charity advert and statement of intent in relation to the aims of the brief.

The task is marked out of 20.

Your marks for the task will be awarded in line with the following mark scheme:

Level 1: (1- 2 marks) **Ineffectual/Incomplete** - An ineffectual product that would have minimal or no appeal to its designated audience, communicates little discernible meaning, very limited, if any, use of conventions appropriate to the specified Industry, meeting very few of the requirements of the task.

For marks towards the top of the band this must be, at least, a recognisable media product

Level 2 : (3-6 marks) **Basic** – Would only have limited appeal to the audience; communicates a few basic meanings; features emerging use of conventions appropriate to the specified industry; meets some of the requirements of the task though some elements may be incomplete.

Level 3 : (7-10) **Satisfactory** – communicates some relevant meanings; features some use of conventions appropriate to the specified industry; meets most of the requirements of the task.

Level 4 : (11- 15) **Good** - clearly communicates generally relevant meanings; frequently uses of conventions appropriate to the specified industry; meets almost all of the requirements of the task.

Level 5 : (16- 20) **Excellent** - effectively communicating relevant meanings; consistently uses of conventions appropriate to the specified industry; meets all the requirements of the task.



Further Reading/Viewing-Useful Links

- The importance of [Brands](#)
- The job of a [Copywriter](#)
- The role of the [Art Director](#)
 - [Charity Advertising](#)

Mark Sheet



Media Studies Assessment Feedback Sheet	
Student Name	
Assessment	Summer Induction Task
Date	/20
Mark Breakdown	AO3 – Create Media Products Create media products for an intended audience by applying knowledge and understanding of the theoretical framework of media to communicate meaning

Level	Description	Mark
Level 5 16-20 marks	Excellent - effectively communicating relevant meanings; consistently uses of conventions appropriate to the specified industry; meets all the requirements of the task.	/
Level 4 11-15 marks	Good - clearly communicates generally relevant meanings; frequently uses of conventions appropriate to the specified industry; meets almost all of the requirements of the task.	/
Level 3 7-10 marks	Satisfactory - communicates some relevant meanings; features some use of conventions appropriate to the specified industry; meets most of the requirements of the task.	/
Level 2 3-6 marks	Basic - Would only have limited appeal to the audience; communicates a few basic meanings; features emerging use of conventions appropriate to the specified industry; meets some of the requirements of the task though some elements may be incomplete.	/
Level 1 1-2 marks	Ineffectual/Incomplete - An ineffectual product that would have minimal or no appeal to its designated audience, communicates little discernible meaning, very limited, if any, use of conventions appropriate to the specified industry, meeting very few of the requirements of the task. For marks towards the top of the band this must be, at least, a recognisable media product.	/

To move to the next level you need to:

High Scoring Student Exemplars



RSPCA 

TO PREVENT CRUELTY TO ANIMALS
BY ACTIVELY PROMOTING
THEIR CARE AND
PROTECTION.

PAWS FOR A CAUSE: SUPPORTING ANIMAL WELLBEING

CONTACT US:
0300 1234999

ROYAL SOCIETY FOR THE PREVENTION
OF CRUELTY TO ANIMALS



Rediscover Your Inner Child
SMILE Again With **MIND**



Approximately
one in five
teens between
ages **12-18**
suffer from at
least one diag-
nosable mental
health disorder.

 admin@mindjersey.org

 **01534 880584**

 **FIND US!**
Pip's Place
15 Union Street
St Helier
Jersey
JE2 3RF

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Registered in Jersey 046
Association of Jersey charities - AJC27

   **Get Social.**

Example Statement of Intent

Hint: how would you improve the section on audience?

My magazine advert has been created for the Royal Society for the Prevention of Cruelty to Animals (RSPCA).

The RSPCA is a charity operating in England and Wales that promotes animal protection and is funded primarily by voluntary donations.

The main demographic targeted by this charity includes a diverse group of people from various age groups, genders, and social and economic backgrounds who are both willing and able to offer their support.

The concern I am hoping to highlight is the poor treatment of animals in the United Kingdom.

I plan to take on a negative advertising approach for this campaign, as it has the potential to generate empathy among the audience by depicting the distressing conditions faced by innocent animals, including abuse, homelessness, neglect, and numerous other struggles.

The focal image of a young puppy left alone on a shadowy, empty street has been selected because it powerfully conveys the extent of the hardship that some animals experience throughout the UK.

Additionally, I have used the slogan "Paws for a Cause: Supporting Animal Wellbeing" because it is impactful and powerfully illustrates to the audience our united effort in advocating for the welfare of our animals. This slogan is persuasive and builds a touching and heartfelt desire to support the struggling animals in our country.

Adopting the technique of rhyming "paws" and "cause" also creates a memorable phrase while still clearly portraying the charity's desired interest in supporting animal wellbeing.



Good Luck!

See you in
September!! 😊