

iCommunicate: iAdvertise Level 3

Course Evaluation Criteria

Y5: We would expect all children in Y5 to attain statements 1-6. If any of statements 7-10 are attained, those pupils are exceeding expectations.

- 1) Pupils understand the role branding plays when selling a product or service.
- 2) Pupils can explain what a tagline is.
- 3) Pupils know what information is included in a radio advert.
- 4) Pupils can identify different ways they can distribute their work.
- 5) Pupils will be able to create a TV advert while working to a brief.
- 6) Pupils are able to explain the differences between a tagline and slogan.
- 7) Pupils can explain the advantages of different distribution methods.
- 8) Pupils are able to create a sonic logo without assistance.
- 9) Pupils are able to add their visual branding onto their advertisements in post-production.
- 10) Pupils can discuss the factors that need to be considered before choosing the right method of advertisement.

Course Overview

Course overview: Pupils will be introduced to advertising across three different mediums: Print, TV and Radio. Participants will learn how to create radio adverts and sonic branding to suit different products and themes, create a TV advert for a new product and slogan for their product. The outcome will be for pupils to have a series of works surrounding the advertisement industry. Pupils will look at collaborations of different departments in the same company to make a rounded campaign.

Learning Outcome for the course: Drawing on skills from iJam, iCreate and iTech as well as the previous levels of iCommunicate to create a full marketing campaign for companies. Pupils will learn to create radio broadcasts as well as learning about national and local distribution. They will be learning about TV adverts and how they tie in with other things like radio ads and print campaigns to create a full marketing strategy. Pupils will also learn about branding, both sonic and print, looking at colour, image and sound choices of different companies.

GarageBand



Apps Used



GarageBand



iMovie



Logo Foundry



Strip Design

Vocabulary Bank

Branding

Promoting using a unique and identifiable design.

Brief/Design Brief

A plan of how a project should be completed.

Jingle

A short piece of music used to identify a brand.

Visual Branding

Any visual elements of a business like a logo, images or colours.

Sonic Branding

Any audio elements of a business like jingles or sounds.

Marketing

The process of advertising, promoting and selling a product.

Target Marketing

Where you are aiming advertising to.

Select Targeting

What specific group of people you are targeting.

Distribution

The process of sharing something to a large audience.

Slogan

A short catchy phrase used in advertisement.

Customer

Whoever is buying the product.

Consumer

Whoever is using the product.