

10mms COMMUNITY MEDIA CAMPAIGN (TASK1)

Target outcomes ME 6.1+ 6.2

Student: _____

ME 4.1 Students apply media languages and technologies through genre conventions to construct media texts

ME 4.2 Students select media forms and technologies to construct and present media texts to target an audience

ME 5.1 Students construct and reconstruct meaning through the application of languages and technologies in the design and production of media texts.

ME 5.2 Students emulate industry practices to promote, deliver and exhibit media texts in a range of contexts.

ME 6.1 Students apply an understanding of media languages and technologies to design and create media texts in a range of production contexts.

ME 6.2 Students apply industry strategies to promote a specific media text to various audiences

CONSTRUCTS	LEVEL 4	LEVEL 5	LEVEL 6c	LEVEL 6b	LEVEL 6 a
PROCESSING	<p>You can:</p> <ul style="list-style-type: none"> ▪ Design a media text for a campaign that targets a specific audience. ▪ Use basic knowledge and skills of available technologies to produce campaign materials ▪ Use basic media languages to suit the genre conventions of your chosen campaign text (eg: advertising poster, merchandising item, point of sale signage, 30 sec. TV Ad, Banners, Website etc). ▪ Apply design and layout skills to campaign products. 	<p>You can:</p> <ul style="list-style-type: none"> ▪ Construct campaign materials that appeal to a specific targeted audience. ▪ Apply selective knowledge and skills of available technologies to produce materials that successfully support the message you are trying to communicate. ▪ Apply effective design and developed layout skills to inform and persuade your target audience. ▪ Document the process and experimentation you went through to produce your campaign materials. 	<p>You can:</p> <ul style="list-style-type: none"> ▪ Create a highly persuasive text that appeals to a clearly defined demographic group. ▪ Apply advanced knowledge and skills of available technologies to produce sophisticated campaign materials that successfully support the message you are trying to communicate. ▪ Apply effective design and sophisticated layout skills to create a persuasive campaign item. 	<p>You can:</p> <ul style="list-style-type: none"> ▪ Demonstrate considered aesthetic decision making in your campaign material. ▪ Solve all major design and layout problems to fulfil our class' design brief. 	<p>You can:</p> <ul style="list-style-type: none"> ▪ Create designs with strong commercial appeal. ▪ Demonstrate use of symbolic codes that appeal to your audience. ▪ Apply industry standards when completing your work (correct dpi, bleed, required size/layout/format, selection of paper stock etc.) ▪ Produce images that challenge or offer alternative representations that suit rapidly changing or niche audiences.

Teacher Comment: