

## Unit 2: Understanding the Media – Assignment Plan

<b>Assignment Number and Title</b>	<b>Assignment Brief/Tasks</b>
<b>1 Children’s Comics</b>	<p><b>Analytical Task:</b>            Analyse the front pages of two children’s comics. How do they appeal to their respective target audiences?</p> <p><b>Research and Planning Task:</b>            Design the front cover for one edition of a children’s comic aimed at a specific audience.</p>
<b>Ideas/Tasks</b>	<p>Use Comics SOW. Analyse the front pages of two comics of pupil’s own choosing. Analysis to address how the comics address</p>
<b>2 Film Promotion</b>	<p><b>Analytical Tasks:</b>            Compare the impact and effectiveness of two promotional methods used by one film e.g. – poster, cinema, television or viral trailer; web page; magazine article; television interview.</p> <p><b>Research and planning tasks:</b>            Print or web-based/new media – mock-up design for a poster, magazine article, DVD case, internet home page, or other promotional material for a film.</p> <p>Audio-visual media – devise a storyboard for a trailer or a script for a television or radio interview promoting the same film.</p>
<b>Ideas /Tasks</b>	
<b>3 Print</b>	<p><b>Production Task:</b>            Four pages (including the front cover or front page) for a magazine or newspaper aimed at a specific audience.</p> <p><b>Collaboration:</b>            No more than two candidates producing four pages each.</p>
<b>Ideas/Tasks</b>	