



Unit 5.5 - iCommunicate – iAdvertise



Year: Five (Level 3)
Term: Summer



Background information for teachers

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 Outcomes for the Unit

Drawing on skills from iJam, iCreate and iTech as well 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.

Key vocabulary

Branding	The promotion of a particular product or company by means of advertising and distinctive design.
Visual Branding	Visual branding consists of design elements such as colors, materials, shapes, fonts (typography), and functionality.
Jingle	A jingle is a short song or tune used in advertising and for other commercial uses. Jingles are a form of sound branding.
Brief/Design Brief	A design brief is a document for a design project developed by a person or team (the designer or design team) in consultation with the client/customer.
Sonic Branding	Sonic branding helps to fix brands, products, and services in the minds of consumers—sometimes for a lifetime.
Marketing	The action or business of promoting and selling products or services, including market research and advertising.
Distribution	The action of sharing something out among a number of recipients.
Slogan	A short and striking or memorable phrase used in advertising.
Customer	A person who buys goods or services from a shop or business.
Consumer	A person who purchases goods and services for personal use.
Target Market	A particular group of consumers at which a product or service is aimed.

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Learning Session 1	Pupils will begin by looking at branding and the importance of visual. This will require pupils to analyse existing logos for well-known brands, and how they have evolved their logo throughout time. Pupils will take an in-depth look at how colours are perceived throughout industry and within different countries. The class will then use this knowledge to create a logo for a well-known drinks brand, wanting to rebrand and bring out a new flavour.
Learning Session 2	During this lesson pupils will learn about sonic branding. They will look at the CocaCola advert and all of the sounds that make up their very recognisable sonic brand. Pupils will be given the choice of 3 different brands to create a sonic logo for, they must analyse the target market and what the brand represents before using Garageband loops to fulfil the brief.
Learning Session 3	Slogans are a big part of branding, like a sonic brand they stick in your mind long after the advert has finished. Pupils will look at a brand that has changed their slogans to keep up with the times. They will learn about how brand go 'to battle' through the use of their logos and how a brand can improve their sales through a well written slogan. Using the same brand chosen last week pupils will now create a slogan for their product
Learning Session 4	Within learning session 4 pupils discuss Radio as a form of advertising. They will learn about the benefits of Radio compared to print and TV. Pupils will listen to a number of radio adverts and pick out salient information before planning their own. Pupils will move away from the brand they have been working with in learning session 2 and 3 and start to advertise a Hoover. They need to use their imagination to rebrand a simple Hoover and make it extraordinary.
Learning Session 5	Continuing from learning session 4 pupils will use this lesson to record their radio adverts. Before they set about their task pupils will learn to take different aspects of the consumer into consideration. Pupils will look at which type of advertising would suit different consumers and whether local or national advertising would be best.
Learning Session 6	Within this lesson pupils will learn about their final advertising medium, TV. Pupils will analyse a number of adverts and different tactics they use to be remembered. They will also analyse one advert for slogans and sonic brands. Using the same plan as they made for their radio advert pupils will turn their radio advert into a televisual one.
Learning Session 7	This session will run either as part of a longer half term or a contingency for For the final session in iCommunicate Level 3 pupils will turn their work into an 'Audio Gallery'. Pupils will use Garageband to piece together their work from across the half term and use their recording skills to add an introduction in between each section.