



Digital Media Summer Homework

SINGLE:

Media campaigns are a group of adverts which promote a brand/ company across different methods - for example TV and print.

You need to compare and contrast two media campaigns.

Here is where you can find campaigns to write about.

- the cross-media pathways (print & digital formats)**
 - How the product features prominently (size, location, contrast to rest of advert?)**
 - Who is in the advert (Celebrity? Unknown? Why do you think this is? How are they represented using photography)?**
 - the tagline or call to action for the product (size, typography & where it is located)**
 - Genre / Theme of the advert**
 - Colour & Tone & Feel of advert**
- House style of adverts (use of logo, typography, layouts)

[LINK](#)

You need to source your research, for example YouTube links or research on the marketing campaign.

Please e mail sbi@bewdley.worcs.sch.uk if you need any support

DOUBLE:

Using the brief, I would like you to create a mind map and mood board for the website you are going to make (ideally either Worcester, Birmingham or Wyre Forest area).

I would also like you to discuss your proposed target audience - looking at demographic, psychographic and geo graphics. See image in the double folder for help. There also website which may help you identify and explain your target audience.

Think about the following:

Language style

Media (use of images/ video and text)

Font styles

Use of colours

[LINK](#)