

AQA **Media Studies** (Theory) Project

As part of our Media Studies GCSE we will study a public health advertising campaign for blood donation called: Represent. This advert is about the importance of the BAME community donating blood to the NHS.

You will also be completing a Non Exam Assessment in Year 10 (coursework) which will be the equivalent of 30% of your GCSE grade. This will include a brief which you will have to meet. Your project before we return in September is to create a public health advertising campaign and meet a 'brief' (see below).

You have been asked to create an advertising campaign for sharing in school that highlights the importance of new behaviours and routines for students starting back at school in September.

*The campaign can be print based (a series of 3 posters with a house style) **or** a video (if you can edit!) **or** an audio campaign for radio.*

Whichever advert type you chose, you must include instructions on:

- *Social distancing – including the distance you must remain from others*
- *Hand washing – including how long and how to wash hands effectively*
- *Guide to symptoms and what to do if someone develops symptoms*
- *Extension: a guide to working from home on Google Classroom*

You must also use design choices that appeal to your target audience.

Please also include at least a one page plan sheet – This could be a mind map, storyboard or a script.

This project is a fun opportunity for you to be creative! Bring along the completed product with you once we return to school, where we will have a lesson showcasing the work together. I would also encourage you to ask for help from someone at home too; it will be more fun if you create this with someone together! This could be a parent/carer or a brother or sister too.