

BA (HONS) CREATIVE ADVERTISING	Year 1, Semester 2
MODULE: Visual Studies 2	LECTURER: Caroline Jones
News Story Task	

Introduction

Familiarise yourself with current national and global news stories, visit multiple media outlets, read newspaper headlines, sports stories, celebrity gossip, science news, politics, social issues (serious crime not appropriate). Find out what's trending, latest memes etc.

By keeping up-to-date with the latest news and events, brands can take advantage of these situations; it can enhance their profile and help them to market their products/services.

Task:

- Choose a news story(s)
- Select brand(s) or product(s) that would fit with the story
- Consider appropriate headlines to go with your visual
- Generate multiple alternative ideas as scamps using markers/pens only (conceptual development should be an extensive part of this task)
- Select strongest idea then mock-up to more finished standard: marker pen hand drawn or Photoshop visual, can use InDesign for layout
- Consider touch point for your news story ad e.g. Tweet/ print ad/ other

Present to tutor and peer group (25.3.21).

Write a rationale which explains your news story and brand choices and what it is you are trying to achieve.

Aim: Create an advert for a brand that takes advantage of current news story

For full briefing, module deadline and submission details see moodle.