



# Lake Tuggeranong College

## Task 1

<b>Assessment Period:</b>	<b>2023 S2</b>
<b>Course:</b>	<b>DESIGN &amp; GRAPHICS</b>
<b>Unit:</b>	<b>Design for Screen &amp; Media (1.0)</b>
<b>Accreditation:</b>	<b>A</b>
<b>Weight:</b>	<b>25%</b>
<b>Maximum Mark:</b>	<b>100</b>
<b>Due Date:</b>	<b>11 Oct</b>

## Assessment Conditions

### Relationship to unit goals:

- analyse and evaluate screen and media design in the film, television and digital industries
- apply a variety of screen and media techniques to that addresses audience needs

**Task Description:** Across Q3, you learned about visual techniques and principles used to convey film genre and engage particular audiences. In the next two tasks, you will be putting these skills and understandings into action. Your final task will be to create a media campaign to advertise for an upcoming film. The trailer for the film can inspire you. Your campaign will require between three and five final designs, one of which must be a film poster and one of which must be a social media post. This task is to provide the plan for your designs and justify your choices. Your plan will be a page on your Google site including a variety of elements noted below. You can see an [example here](#).

### Film Options:

- [Barbenheimer](#)
- [Transformers 1950s B Monster Movie](#)
- [Deadpool Oscar Drama](#)
- [Elf as Thriller](#)
- [Dark Knight as RomCom](#)

### Your Plan Should:

- Identify the genre of the film trailer and explain in what ways the trailer portrays that genre (for C and above grade, provide references to additional research)
- Identify three demographic or psychographic categories you believe your target audience will be made up of and explain why (for C and above grade, provide references to additional research - try to avoid stereotyping)
- Note whether you will use pathos, logos or ethos as your main form of persuasion and explain why
- Include a sketched rough layout for the designs that you plan to create
- Include a mood board that includes colours / styles / fonts that you aim to adapt into your final design
- Include reference to three principles of design that you will aim to include in your final designs

### YOU WILL BE MARKED ON THE FOLLOWING:

- Analysing your brief and selecting which design principles best apply to your digital and print media
- Using design principles creatively to meet briefs and solve problems
- Developing effective and appropriate designs for specific target audiences
- Communicating ideas successfully across written and visual mediums related to screen and media

**For extra information on how you will be marked, see the rubric provided on Google classroom.**

## Additional Information

### Referencing Information

- Use the APA (7th edition) citation style for your reference list. (guides here)
- Creating citations (Online Citation Generators):
- SLASA (we subscribe to this). Password: library
- ZoteroBib (freely available online)
- Need Help? Just drop by the teacher librarian's desk in our library

### Declaration of Original Work

**By submitting this work to Google classroom under your name and student number, you are acknowledging the following:**

- The work that I have attached is my own work and has not been submitted for assessment before.
- I have kept a copy of this assignment and all relevant notes and reference material that I used in the production of the assignment.
- I have given references for all sources of information that are not my own, including the words, ideas and images of others.
- I am aware that this work may be viewed by other teachers for moderation purposes.
- I accept that this work may be used in college materials, advertisements or to provide examples for future classes unless I have stated otherwise.

## Other Applicable Policies

BSSS and School policies on academic integrity and on penalties for late submission, as noted on the unit outline, apply.

### For penalties for late and non-submission of work

Review [BSSS Policy and Procedure Manual 4.3.10](#) for more details.

### For academic integrity

Review [BSSS Policy and Procedure Manual 4.3.12](#) for more details.