

FLIPPED CLASS PRESENTATION
TASK SET OVER SUMMER

SUMMER RESEARCH

AUGUST NEAR POD

SETH GODINS
REMARKABLE AD CAMPAIGNS

BLENDED LEARNING
DIGITAL, VIDEO & PENCIL

DISCOVER STAGE

DIGITAL ADVERTISING

WEB MEDIA

INDUSTRY BRIEFS

CREATIVE YEAR 3 UNIT

INDUSTRY ADJUSTED

CO-CREATED

SKILLS DIVERSE

ASSESSMENT DIVERSE

HOUSTIC

REFLECTIVE/FLEXIBLE

CREATIVE

BLENDED

EMOTIONALLY INTELLIGENT

TRANSPARENT

ANTICIPATORY

KEY

BLENDED: FLIPPED CLASS
PRESENTATIONS
FROM SUMMER TASK

SKILLS DIVERSE HOMEWORK

RESEARCH FOLDER:
STARTED WITH LIBRARY
TEAM, DELIVERED AS
VIDEO OR WRITTEN WORD

THE HISTORY OF ADVERTISING

TRANSPARENT: DOUBLE
DIAMOND & COURSE
STRUCTURE INTRO

DISCOVER STAGE

CLASS BRAINSTORM:
DIGITAL INNOVATION

ADVERTISING PRINCIPLES

COLLABORATIVE: SHOW
RESEARCH FOLDERS &
DIGITAL UPLOAD FOR
CLASS RESOURCE

FLIPPED HOMEWORK

CLASS BRAINSTORM
CO-CREATED DEFINITION
OF A TOUCHPOINT

DISCOVER STAGE

IDEATION: CREATE
ELEVATOR PITCHES

IDEATION: CREATE
CONCEPT ONE PAGES

REFINE STAGE

CO-CREATED CLASS
BRAINSTORMS DISPLAYED

CREATIVE IDEATION

IDEATION: 3 CAMPAIGN
TOUCH POINTS

WRAP UP TASK

STUDENT SHARE:
12 CONCEPTS HOMEWORK

BRANDING WORKSHOP

CREATIVE A
CAMPAIGN PLAN
WORKSHOP

MULTI-CHANNEL ADVERTISING

INTRO TO
SELF
ASSESSMENT

MARKING CRITERIA
DISCUSSION

INTRO TO
CAMPAIGN PLANS

REFINE STAGE

FORMATIVE FEEDBACK

ASSESSMENT DIVERSE

ASSESSMENT DISCUSSION

PEER ASSESSMENT

SELF ASSESSMENT

AUDIO FEEDBACK

TUTORIALS

COURSE FEEDBACK

ASSESSMENT DIVERSE:
FEEDBACK TUTORIALS BASED ON
AUDIO FEEDBACK

WRAP UP TASK

REFLECT, REFINE, DEVELOP

WRAP UP TASK:
LEARNINGS, TAKE
AWAYS & CHALLENGES

SUGGESTED:
CREATIVE CAMPAIGN
PROTOTYPING WORKSHOP

DEVELOP STAGE

REFLECTIVE/FLEXIBLE:
ADDITIONAL SESSION DEFINED
BY FEEDBACK

SUMMATIVE
SUBMISSION
REVIEW

DELIVER STAGE

COURSE FEEDBACK

BLENDED:
PROJECT TUTORIALS
IN PERSON OR REMOTELY

TRANSPARENT:
INDUSTRY EXAMPLES
TO SHOW STANDARD

INNOVATIVE ADVERTISING

CAMPAIGN
PROTOTYPING

REFLECTIVE/FLEXIBLE:
ADDITIONAL SESSION
FROM FEEDBACK

SUMMATIVE ASSESSMENT

PHYSICAL HAND INS
LEVEL 4

PEER ASSESSED
PITCH PRESENTATION

DIGITAL UPLOADS

BLENDED

MEDIA DIVERSE
RESEARCH PACK
HAND IN

TIME FOR
A BREAK

SUMMATIVE
ASSESSMENT FEEDBACK
WITHIN 3 WEEKS

DIGITAL ADVERTISING UNIT COMPLETE

XMAS AND
NEW YEAR
BREAK