

FLIPPED CLASS PRESENTATION  
TASK SET OVER SUMMER

SUMMER RESEARCH

AUGUST NEAR POV

BELENDED LEARNING  
DIGITAL, VIDEO & PENCIL

SETH GODINS  
REMARKABLE AD CAMPAIGNS

DISCOVER STAGE

DIGITAL ADVERTISING

WEB MEDIA

INDUSTRY BRIEFS

CREATIVE YEAR 3 UNIT

INDUSTRY ADJUSTED

CO-CREATED

SKILLS DIVERSE

ANTICIPATORY

ASSESSMENT DIVERSE

HOUSTIC

REFLECTIVE/FLEXIBLE

CREATIVE

BLENDED

EMOTIONALLY INTELLIGENT

TRANSPARENT

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

CO-CREATED CLASS  
BRAINSTORMS DISPLAYED

REFINE STAGE

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

WRAP UP TASK:  
LEARNINGS, TAKE  
AWAYS & CHALLENGES

REFLECT, REFINE, DEVELOP

SUGGESTED:  
CREATIVE CAMPAIGN  
PROTOTYPING WORKSHOP

DEVELOP STAGE

REFLECTIVE/FLEXIBLE:  
ADDITIONAL SESSION DEFINED  
BY FEEDBACK

SUMMATIVE  
SUBMISSION  
REVIEW

DELIVER STAGE

BLENDED:  
PROJECT TUTORIALS  
IN PERSON OR REMOTELY

CAMPAIGN  
PROTOTYPING

INNOVATIVE ADVERTISING

TRANSPARENT:  
INDUSTRY EXAMPLES  
TO SHOW STANDARD

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