



Citipointe Christian College
THE CHRISTIAN OUTREACH COLLEGE BRISBANE

CITIPOINTE CHRISTIAN COLLEGE BRISBANE

Year 10 Art - Unit 2 - 2016

Advertisement Campain - Pitch Presentation



Student Name:

Class:

Date:

Category	A	B	C	D	E
Knowledge & Understanding (Content knowledge of advertising principles)					
Research (Chosen company background, similar companies, brands & types of ads, targeted audience)					
Communication (Coherent and logical)					
Presentation & Use of Media	Yes No Type:	Yes No Type:	Yes No Type:	Yes No Type:	Yes No Type:
Ad Campain Elements (Logo, slogan, theme/style, skatches)					
References & Bibliography					
Comments					