

**DRAFT subject to moderation**

### **Presentation (worth 50% of the total module marks)**

In this assessment you will be working in a group to prepare and pitch an idea/concept for a 30 second advert and produce an “animatic” for the advert. The pitch will take place in week 5, and the final animatic submitted in week 10.

#### **Brief**

Your group has been invited by a prospective client, X Limited, to pitch for the **concept** for a TV advert and proceed to produce an animatic.

You should choose from one of the following:

- Pedigree Dog Food (Jumbone Bites)
- Giant Gummy Bear
- Fiat 500
- Mazda MX-5
- CIVILISATION
- EVE online
- Top Shop Owl Fleece Onesie
- Brooklyn Brew Shop Beer Making Kits
- Brushed Armor Classic Zippo Lighter
- Leatherman Wave Multi Tool (Stainless Steel)

### **The Pitch (worth 30%)**

Your group is required to prepare and deliver a 4 minute presentation, plus 2 minutes for questions. All group members must be active presenters, take part in the delivery of the presentation and be prepared to answer questions. The pitch will be scheduled for week 5 and your tutor will give you a schedule from which to select a timeslot.

A PC and projector will be made available for your use during the presentation. The PC will have standard Microsoft office software (such as PowerPoint). You should be ready with your presentation online, on a pen drive or other portable storage media. If you plan to use other presentation aids (hardcopy storyboards, physical artefacts) you are responsible for organising and obtaining these. Details of the rooms in which the presentations will be held will be posted in Moodle.

You are advised before week 5 to practice your final presentation on the equipment in the room you will be in for your final delivery. This is to make sure that the hardware and software work as intended and particularly the audio. This means you can fix any problems (if you are using your own hardware and/or you have sound effects or video in your presentation) before going live.

Your presentation should be 4 minutes long with 2 minutes for questions. You have to produce the **concept** for an advert, **not the advert**, and you can include initial graphics, audio track, storyboard and a script if you chose. Your group want to win the contract but the competition is tough so your ad idea needs to novel, of interest to the audience and something that they will remember.

The deliverables:

1. The presentation is in week 5 (21<sup>st</sup> October 2014)
2. An electronic copy of your slides (in .ppt or .doc or .pdf format) through the Moodle upload link – the file submitted should be named CCPgrpXX.ppt where you replace XX by your group number.

#### **Marking**

Your presentation will be marked for:

- Clarity of message

Content/Structure/Design  
Organisation/Continuity/Timekeeping  
Dealing with questions

Please ask your tutor if you require clarification about the presentation.

**The Animatic** (worth 20%)

Your group is required to deliver a basic animatic of your advert concept. The animatic is a timed but basic run through of your advert including graphics, music and any dialogue.

Your attention is drawn to the University's policy on cheating and plagiarism  
<http://www.uws.ac.uk/current-students/study/exams-and-assessment/>.