

SUGGESTED PROJECT PLAN + SUPPORTING RESOURCES

ALL THE RESOURCES CAN BE FOUND ON THE I AM CREATIVE WEBSITE!

Below is a suggested project plan to help you structure I Am Creative across 8 weeks, however you can tailor the project to fulfill a particular learning scheme if you wish.

	Description	Supporting Resources
Week 1	<p>Introduction to Advertising</p> <ul style="list-style-type: none"> - What is a brand? - What is the role of an advertising agency? - What are the different jobs available within advertising? - What is the role of a brief? <p>Students get into teams of up to 3 to form their own advertising agency. (We recommend that 3 is the largest group size)</p> <ul style="list-style-type: none"> - Students create an agency name. <p>Homework Students have a look at the I Am Creative Website and look at the brief.</p>	<p>Lesson Plan - What is advertising?</p> <p>Student's Guide to Advertising</p> <p>Jobs in advertising</p>
Week 2	<p>Introduction to I Am Creative</p> <ul style="list-style-type: none"> - Students look at the website and explore resources and the galleries. - Students register to I Am Creative Website - Students download Brief <p>Introduction to Brief</p> <ul style="list-style-type: none"> - Read through brief and highlight key points. <p>Understanding the importance of research.</p> <ul style="list-style-type: none"> -Why is research important in creating a good campaign? <p>Research of Brand</p> <ul style="list-style-type: none"> - What are the brand values? - Who are their competitors? - Evaluate their previous campaigns. <p>Homework Identify one advert they think works and explain why.</p>	
Week 3	<p>Understanding the importance of target audience.</p> <ul style="list-style-type: none"> - What is the importance of identifying an audience? - Evaluate Campaigns according to their audience. - Students profile their target audience and identify the best channel to communicate to them. - Create a mood-board <p>Market research</p> <ul style="list-style-type: none"> - Create a questionnaire for friends and family to complete. <p>Homework Students ask friends and family to complete questionnaire.</p>	<p>Understanding target audience</p> <p>Student's Guide to Advertising</p>

Week 4	Brainstorming Session - Break out into separate rooms. - Come back and present one idea to the rest of the class. - Teacher and class offer feedback of the idea.	
Week 5	Development and Production - Students develop their idea in response to the brief based on last weeks feedback.(Ensuring they document the process of the development of the idea.) Homework - Students finalise their idea and plan production schedule for next week. - Students compile their research into brand, inspiration and target audience within a presentation.	Judges marking criteria How to create a winning idea. What to include in your entry
Week 6	Production of Idea - Students make their idea. Homework - Students finish off their presentations. - Students rehearse their pitches.	How to pitch your idea. How to create a winning idea. What to include in your entry
Week 7	The Pitch - Each group/agency pitch their idea to the class - Class ask questions and feedback to the group/agency (A winning agency can be chosen to add a competitive element to the task!)	Judges marking criteria How to pitch your idea.
Week 8	Students amend their entries according to class feedback received during the pitches. Each group logs in to the I Am Creative Website Each group uploads their idea and presentation to the I Am Creative website.	Video Tutorial - How to upload your entry.

PITCHING IDEAS

At the end of the project we suggest that each of the groups pitch their ideas to the entire class, much like advertising agencies pitch to the client. It is a great opportunity for students to develop their presentation skills and ability to communicate their thoughts behind their idea coherently. Pitching will reinforce the team ethos and help improve their abilities to work in a group.

To add an extra element of excitement to the pitching process you could compile a panel to judge their entries, this could include Head Teachers or other key members of the school community! Students will be able to build upon the feedback received to amend their entries before they upload their entries to the national competition.

Adding a prize for the winning pitch, such as a high street vouchers can be an additional motivating factor for the students.

