

**YEAR 9 MODULE TWO STUDENT BRIEF**

**SEMESTER TWO 2017**

**ASSESSMENT FOUR: Group film marketing campaign**

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| **Name:** | | **Teacher:** | | |
| **Class:** | | **To be completed:**  Term 3, Week 9 | | |
| **Australian Curriculum General Capabilities:** | | **Task Weighting: 15%** | | |
| *Literacy* | ✓ | *Numeracy* | |  |
| *Information and communication technology (ICT) capability* | ✓ | *Critical and creative thinking* | | ✓ |
| *Personal and social capability* |  | *Ethical understanding* | | ✓ |
| *Intercultural understanding.* | ✓ |  | |  |
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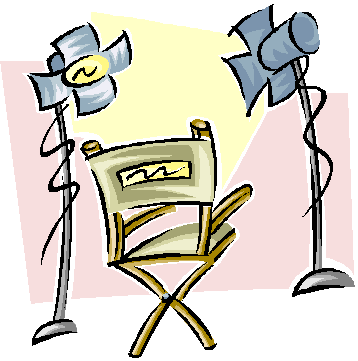
icon_globe**At the end of this module you will understand:**

- that films are commercial products designed for a particular target audience

- visual language (e.g. body language, symbolic objects, camera work, composition) and

marketing techniques (taglines, emotional appeal, celebrity image) are used to appeal to a target

audience and

 - that films communicate genre, character and representation of ideas, values and attitudes

- that marketing materials use visual language and persuasive techniques generally.

**FOR THIS ASSESSMENT YOU WILL WORK IN GROUPS**

**-** plan a marketing campaign for a film based on a novel/short story (any other ideas?) you have read

- research the social, political, historical or cultural issues and

- explore the context of your film’s production and setting of the film

- create a number of marketing materials to represent this campaign and finally “pitch” this advertising

campaign to the class

- after we have analysed film posters’ use of visual language and marketing techniques which target a

specific target audience you might like to include a poster in your pitch

**Key Terms: you will need to use some of these in your pitch:** Context; context of production, context of reception: setting of the film; historical, social, political, cultural contexts and issues: marketing techniques; taglines, target audience, emotional appeal, celebrity image, visual language, body language, merchandising, genre, character, representation of ideas, values, attitudes, advertising and techniques.

***ASSESSMENT FOUR:*** *Following your individual research of the merchandising and marketing for a variety of films, you will form groups of no more than THREE and write and present your advertising “pitch” for a film based on a novel/short story. Ensure that each member of the groups has equal time and can address the assessment criteria on the marking key.*

*Although it is a group presentation EACH individual is marked individually.*

*(To be completed by the end of Term 3, Week 9, random order on days nominated.)*

*The week before (Week 8 of term 3) you will have the written assessment/analysis of a film poster. MODERATION TEST.*

**ASSESSMENT PROCESS: some suggestions……**

* Revise the novel or short story you will pitch. You will need to KNOW your novel/short story so review the **plot**, incidents, climax, resolution; **characters**, names, characteristics; **setting of time and place** (contextual factors, history, social and political history); **themes** which you will highlight in your pitch. See your teacher if you are using another text. You **may choose** to write the plot of a film you want to be produced and pitch that idea.
* You may use the internet for the revision of the novel/short story BUT you must acknowledge ALL RESOURCES AND WEBSITES in a bibliography.
* Determine what your pitch will focus on. Your teacher may show the examples of product pitches on Shark Tank. Determine what will be your unique “selling point?”
* Will you have a “marketing tool? A prop? A symbol from the novel? A movie poster for your film?
* Revise your SWAT codes. Think about how you will use film language in your pitch.

Write your film pitch. It needs to be at least TWO minutes long and no longer than four. Consider using the headings in the pitch: Title, Genre, Target Audience, Setting, Characters and details in summary, Plot summary, Central themes and Concerns, Generic Conventions e.g. narrative conventions and genre e.g. historical recount; notable audio-visual (film) language.

Your teacher might choose to show you an episode of Shark Tank to study some of those strategies used in the pitches viewed.

**DUE DATE:**

Term 3, Week 9: Monday 11th September

The order is random selection on the day and everyone needs to be ready to present on that date.

You will need to submit your written pitch at the conclusion of your oral presentation.

You will also write a critique of the presentations of at least TWO groups you listened to.