

ASSIGNMENTS AND MARK SCHEMES

COPYWRITING

ASSIGNMENTS

WEEK 1

STRATEGY AND RESEARCH

No SUBMISSION

WEEK 2

DEFINING THE STRATEGIC APPROACHES

No SUBMISSION

WEEK 3

DEVELOPING THE CREATIVE BRIEF

No SUBMISSION

WEEK 4

FINDING THE CORE MESSAGE/ESSENCE

No SUBMISSION

WEEK 5

TELLING STORIES

No SUBMISSION

WEEK 6

**THINKING IN WORDS AND PICTURES – HOW TO WRITE A
HEADLINE**

No SUBMISSION

WEEK 7

ESTABLISHING VOICE AND STYLE

No SUBMISSION

WEEK 8

CONNECTING THE COPY TO THE MEDIA

No SUBMISSION

WEEK 9

BRINGING IT ALL TOGETHER

Final week bringing together all the lessons from the course and creating a checklist for the final assignment.

Please submit an Instagram Ad for a new health drink called SuperBB. This is aimed at 18-25-year-olds.

MARK SCHEMES

WEEK 1

N/A

WEEK 2

N/A

WEEK 3

N/A

WEEK 4

N/A

WEEK 5

N/A

WEEK 6

N/A

WEEK 7

N/A

WEEK 8

N/A

WEEK 9

A - Excellent

- Excellent use of formatting choice for final submission
- All parts of the task completed.
- High attention to detail throughout submissions
- A strong concept that is thought through, connecting with design journey and brief

B - Good

- A good use of formatting choice for final submission
- Have communicated this design clearly throughout submissions
- Good attention to detail
- A good concept connected with design journey and brief

C – Satisfactory

- Some consideration to formatting choice for final submission
- Have communicated some understanding of design throughout submissions
- Not much attention to detail
- Some steps taken to convey design concept with design journey and brief

D – Marginal Pass

- Very little understanding of the brief or use of formatting choice for final submission
- No clear communication of design
- Very little attention to detail
- No clear research into design concept

F – Inadequate

- Lack of design throughout submissions
- No use of formatting choice for final submission
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept