**TASK 1**

* Analysis of 3-5 ads; written report/ video with bibliography

**TASK 2**

* RESEARCH –
  + Choose a product, research that market space – written report
  + Write a brief outlining what you are going to do – single document
* IDEA DEVELOPMENT
  + Brainstorm. Evidence of extensive creative thought.
  + PMI on three of these ideas
  + Final idea choice and a short piece of writing (2 paragraphs?) explaining reasons for choice.
  + Audience research – qualitative and quantitative research. Report on conclusions.
  + Production research – a list of expected expenses and the price for each. Final tally at the bottom. Are you within budget?
  + Legal and ethical issues. Short (one page?) written report.
* PITCH
  + The slide deck (or whatever you choose to use.)
  + Recording of the presentation.