**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.