

Digital Media (Cambridge Technical Level 3)

Summer work

The aim of this task is to explore how advertising works in the real world and create your own media product inspired by existing examples.

This task will help you develop basic skills in **media analysis, audience awareness, and visual design** before starting the course.

Part 1: Collecting Real-World Advertising

Over the summer, you should take pictures of examples of advertising from your everyday environment.

You can include:

- Posters in shops, stations, or streets
- Billboards
- Leaflets / flyers
- Social media advertisements (Instagram, TikTok, etc.)
- Ads in transport or public spaces

What do you need to do:

- Take at least **10 different photographs** of advertisements
- Try to include a variety of media forms (not just social media or just posters)

Part 2: Moodboard + Analysis

On Canva or power point, create a **moodboard** using your collected images (digital or physical).

For each image (or group of images), include short notes about:

- What is being advertised?
- Who is the **target audience**?
- What colours are used, and what effect do they create?
- What type of typography is used (bold, elegant, modern, handwritten, etc.)?
- What type of images are used (people, objects, lifestyle, close-ups, etc.)?
- What stands out and grabs attention?

Think about how design choices influence the audience.

Part 3: Create Your Own Advertisement

Choose one type of product or advertising style you have researched or photographed, and create your own advertisement.

For example:

- A food or drink product
- A fashion or beauty brand
- A technology product
- An event or service

You can create:

- A poster
- A social media post (Instagram/TikTok style)
- A billboard
- A leaflet or flyer

Your design must include:

- A strong central image
- A brand or product name
- A slogan or tagline
- Careful use of **colour, typography, and layout**

You should clearly consider:

- Who your **target audience** is
- What colours will attract them and why
- What typography style fits your product
- What type of image best represents your message

Final analysis

Write a short paragraph explaining:

- What inspired your design choices
- How your advertisement is influenced by real examples you found
- How you tailored your design to your target audience