



CTEC Digital Media Year 13

Personalised Learning Checklist



Name:

Exam Board	OCR
Topic/Module	Unit 20

My target grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

Topic/Unit Focus			
LO1	R	A	G
P1			
Aims of an advertising campaign			
Target Audience			
Key Messages			
Approach to gain attention			
Logistics			
Representations			
Media Choices			
Outcomes			
Regulatory bodies			
M1			
Legal and Ethical Issues			
LO2	R	A	G
P2			
Evaluating the brief			
Generation of ideas			
Campaign Plan			
D1			
Legal and Ethical Issues			
P3			
Production schedule			
Gantt chart			
Risk assessment			
Location recce			
Annotated sketch layout			
Visual styles and themes			
Plan for photography			

Therapy (Interventions)

Additional Support / Guidance