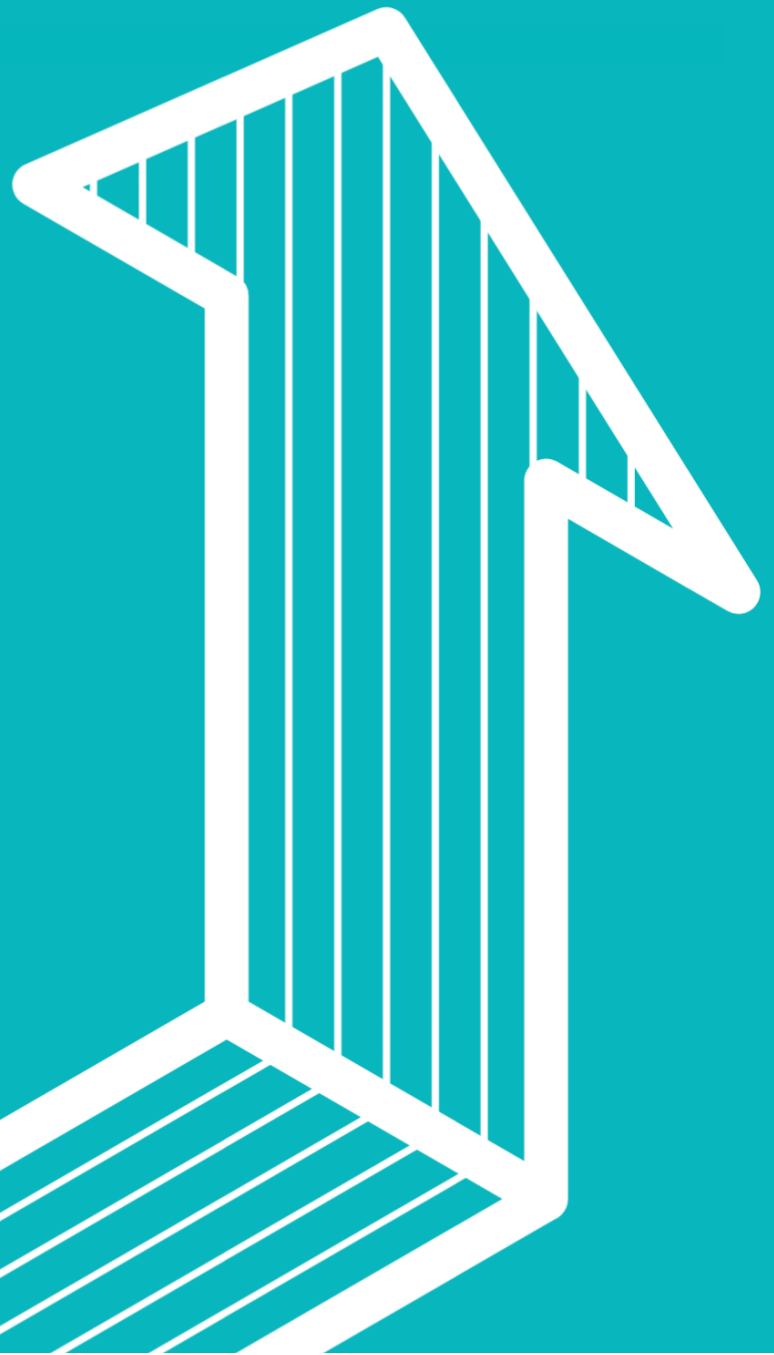




Commercial  
Communications  
Council

# Foundations of Advertising & Media Course

**ASSIGNMENT GUIDE**





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# Welcome!

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**The Foundations of Advertising & Media Course** has been an integral part of the Comms Council professional development offer since 2011. It has earned its place as one of the most highly regarded courses by our advertising/media/communications industry. You are now a participant of the Foundations course and have the opportunity to learn from some of the finest industry experts who so willingly give up their time.

You will be working with, mentored and guided by Dan Fastnedge, Lecturer at AUT, and Lisa Motteram, Head of Learning and Development at the Comms Council.

Your learning will be reinforced by a group assignment. Over the years we have enjoyed some of the finest work imaginable from our participants. This has demonstrated the critical thinking applied and their creative interpretation, which has often left us in awe.

Please read on and embrace the challenge ahead not only for your own professional development but for future contributions to the industry.



# Assignment Overview

## Assignment

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This assignment aims to challenge and display your critical thinking, communication skills and teamwork within an industry context. To be successful, you will demonstrate cohesive teamwork, lateral problem-solving and thoughtful audience engagement. Advertising is a creative industry and we all need to be able to effectively communicate an idea, whether it be to your peer group (to get them on board), or to convince a wider audience of your findings. This assignment will push you out of your everyday role and comfort zone – embrace this! It requires you to develop key industry skills such as research, writing, time management and presentation skills. Each team will need to identify and rely on its collective skillset to successfully develop a clear, cohesive perspective on the given topic.

Components of this assignment will encourage you to think outside of simply submitting a written essay. You will need to think creatively to break through the norms, and to put your own stamp on your work. There are four assessable parts to this assignment, all of which include a deliverable. These are outlined below.

Each team will be assigned a mentor, who is there to help you get started, review work in progress and advise on how to move forward.

### Considerations

- Understanding your objectives – are you clear on what you're being asked to do?
- How can you bring your learnings or examples to life?
- How can you prompt curiosity and delight the recipients of your work?
- How can you demonstrate your work as a group – a team effort – all taking equal parts?
- Do you understand how you will be marked?

### There are four pieces to this major course project

#### 1. "Work in progress" report and catch up - Tuesday 16<sup>th</sup> July

- a. Work in progress report, 1-2 pages, to be submitted by 12pm Thursday 11<sup>th</sup> July.

This report should not exceed 2 pages and should outline the process your team has used so far.

Please elaborate in this report on (1) the key perspectives or insight your team are using to engage with the topic, (2) at what stage you are at with the project and (3) whether you have any questions.

- b. Meet with the panel of judges at Comms Council Office (Suite 404, 48 Greys Avenue) for 15 minutes, between 5-7 pm on Tuesday 16<sup>th</sup> July
- c. The work-in-progress report is worth 20% of your overall score and is marked out of 20 points.
- d. See the marking assessment sheet so you know what the judges are looking for overall and how elements of the outcome are weighted.

## 2. Assignment Deliverable

- a. Your key assignment deliverable may be submitted in any format of your choosing; it should be the best way in which to present your challenge, workings and conclusion.
- b. **Your key assignment deliverable is an in-depth response to your team's brief. It should include a key perspective on your given topic reinforced with robust research, clear structure and engaging delivery.**
- c. The final assignment submission is worth 40% of your score. See the marking assessment sheet so you know what the judges are looking for overall and how elements of the outcome are weighted.

## 3. Individual Reflection

- a. You are required to provide an individual reflection detailing your methodology and to demonstrate how you came to your conclusions or insights. We would also like to hear how you collectively worked as a group and how you personally contributed to the process and the final outcome. This can be submitted in essay form or an executive summary and should be between 500-750 words.
- b. The individual reflection submission is worth 20% of your score. See the marking assessment sheet so you know what the judges are looking for overall and how elements of the outcome are weighted.

## 4. Final Night Presentation - Tuesday 10<sup>th</sup> September

- a. Prepare a 10-minute presentation, in any format of your choosing, to (a) present your key findings, (b) showcase your final deliverable and (c) provide a short reflection that outlines what you have learned throughout the course of the project.
- b. This presentation is an overview and you only have 10 minutes; you will not be required or expected to go over every detail of your final deliverable. A suggestion is to concentrate on the 5 key findings/points of your concept and final deliverable.
- c. Importantly, this is a persuasive presentation. Sell us and educate us, convince us, delight us and enchant us as you explore your final outcome and tell the story of how you arrived at that final outcome.
- d. You will be presenting to your fellow participants and invited guests e.g. your managers, senior agency management as well as whānau if you wish.
- e. See the marking assessment sheet so you know what the judges are looking for overall and how elements of the outcome are weighted.

**Final assignment deliverables are due noon Wednesday 4<sup>th</sup> September to the dropbox (link provided in Foundations Hub under 'Assignment Deliverable').**

#### Other Details:

This team project should take about 2 hours of work a week from your team members. That means total input for you as an individual should be approximately 24-26 hours.

- To facilitate team thinking and provide space and room for you to work together, each module of the course includes 30 minutes of unfettered team time from 6.00-6.30pm
- Mentors will be available during this time to answer questions as they arise ("just in time" feedback!).
- Please plan to use this time wisely. Feedback from prior Foundations course graduates tell us how pressed for time you are, so it is our intention to help you carve out time out for your teams.
- This half hour will be considered a guaranteed sacred time for you to touch base, develop group work, confer, and circulate ideas.

#### Resources:

Working in an agency you have so many resources at your disposal, including the people you work with. Use them to their maximum potential.

A few tips:

- DO NOT rely on ChatGPT. We can all access that, and the judges already have!
- Thoroughly research your topic; just interpreting and playing back what the presenters have said does not make for in-depth understanding, a considered perspective, or an interesting presentation.
- You are surrounded by experienced practitioners, talk to them, and consider interviewing them if appropriate.
- Insight into the industry and all its disciplines, skill sets, principles, latest learnings, evidence and trends is huge, and they are available at a click of a button. The digital world's your oyster, but you also need to search, select and interpret accordingly. Think about your hypothesis and what your angle is, then use your research (desk or field) to explore and validate it. It's about quality, not quantity.
- There are many advertising websites and blogs out there, at your disposal – a strength and huge source of information, but also a curse in terms of overload. Utilise the knowledge of those who are a few years ahead in your agency. Tap into everyone's secret and favourite ones. Search for advertising and media's best websites and blogs.
- If your agency has subscriptions to any particular websites or services (such as WARC) then use these. Ask. The key to this course is having an idea of what you need to find out and search for.
- And critically, all this information is just a means to an end, for helping to shape your insights, thinking and ideas.

#### NOTES:

Include a bibliography and/or an appendix - as part of your presentation - to illustrate your research.

If you videotape people for the assignment, please do not forget to get written consent to do so, we will provide a template. If you are using copyrighted materials, please make appropriate references.



# Marking Assessment Sheets

## MARKING SHEET FOR ASSIGNMENT STAGE 1 | "WORK IN PROGRESS" REPORT

CRITERIA	PERFORMANCE CRITERIA (columns show maximum marks for each criteria)				Actual mark for each criteria
	Poor	Fair	Good	Excellent	
<b>DETAILS OF TEAM PLAN:</b> Interpretation of brief is an interesting and inspiring response	1	2	3	5	
<b>KNOWLEDGE &amp; TOPIC CONTENT:</b> Understanding of material Focused on key points Clear, actionable illustrations Organised and logical flow	1	2	3	5	
<b>RESEARCH DEPTH:</b> Shows either use of key primary and/or secondary sources or plans to use Clear investigation of topic	1	2	3	5	
<b>QUESTIONS &amp; PROGRESS:</b> Evidence of work-to-date and reflection on how to proceed	1	2	3	5	
<b>TOTAL MARKS:</b>					/20



MARKING SHEET FOR ASSIGNMENT STAGE TWO | FINAL SUBMISSION

CRITERIA	PERFORMANCE CRITERIA (columns show maximum marks for each criteria)				Actual mark for each criteria
	Poor	Fair	Good	Excellent	
<b>CREATIVE RESPONSE TO BRIEF:</b> Interpretation of brief, interesting and inspiring response	2	4	6	8	
<b>KNOWLEDGE &amp; TOPIC CONTENT:</b> Understanding of material Focused on key points Clear, actionable illustrations Organised and logical flow	2	4	6	8	
<b>RESEARCH DEPTH:</b> Use of key primary and/or secondary sources Clear investigation of topic evidenced	2	4	6	8	
<b>ORIGINALITY OF THINKING</b> Originality in approach and presentation Creative thinking and a strong point of view is clearly shown	2	4	6	8	
<b>PRESENTATION &amp; STYLE OF OUTCOME:</b> Outcome of quality, design and audio quality (if applicable) Polished, professional presentation of work	2	4	6	8	
<b>TOTAL MARKS:</b>					/40



**MARKING SHEET FOR ASSIGNMENT STAGE 3 | PERSONAL REFLECTION**

CRITERIA	PERFORMANCE CRITERIA (columns show maximum marks for each criteria)				Actual mark for each criteria
	Poor	Fair	Good	Excellent	
<b>CLARITY &amp; ACCURACY:</b> Demonstrate a clear understanding of the task at hand and how it was approached. What were the objectives, methods, results, and conclusions?	2	3	4	5	
<b>ORGANISATION:</b> How you worked within a group and what you contributed to the assignment.	2	3	4	5	
<b>LEARNING TAKE-OUTS</b> What you thought were the most valuable aspects of the course and how you can apply them to your role.	2	3	4	5	
<b>LANGUAGE &amp; STYLE:</b> Clear, concise, grammatically correct and free of jargon.	2	3	4	5	
<b>TOTAL MARKS:</b>					/20

**MARKING SHEET FOR ASSIGNMENT STAGE 4 | PRESENTATION**

CRITERIA	PERFORMANCE CRITERIA (columns show maximum marks for each criteria)				Actual mark for each criteria
	Poor	Fair	Good	Excellent	
<b>KNOWLEDGE &amp; TOPIC CONTENT:</b> Understanding of material Clear, focused on key points. Able to answer questions and well prepared	2	3	4	5	
<b>STRUCTURE AND ORGANISATION</b> Is the introduction engaging and are the main points well developed and logically ordered? Is the conclusion well supported and does it provide a strong closing?	2	3	4	5	
<b>PRESENTATION SKILLS:</b> Clear and articulate speech Good use of gestures and space Eye contact with the audience Kept audience attention	2	3	4	5	
<b>AUDIO VISUAL AIDS:</b> Clear & understandable Material relevant & integrated Followed logical progression	2	3	4	5	
<b>TOTAL MARKS:</b>					/20





**KEY ASSESSMENT DATES:**

<b>ASSESSMENT COMPONENTS:</b>	<b>POSSIBLE MARKS</b>	<b>% OF FINAL GRADE</b>	<b>DUE DATE:</b>
<b>WEEKLY GROUP PRESENTATIONS:</b> Groups take turns discussing the previous weeks topics.	-	-	<b>WEEKLY</b>
<b>GROUP WORK IN PROGRESS REPORT:</b> Submit Work in Progress report to dropbox (via Foundations hub)	-	-	<b>11<sup>TH</sup> JUL</b>
<b>GROUP WORK IN PROGRESS REPORT:</b> Meet with the tutors and judges to share a work-in-progress to receive feedback and direction.	/20	20%	<b>16<sup>TH</sup> JUL</b>
<b>GROUP KEY ASSESMENT DELIVERABLE SUBMISSION:</b> Submission of your group's response to your brief	/40	40%	<b>4<sup>TH</sup> SEP</b>
<b>INDIVIDUAL REFLECTION:</b> Individual reflection of your groups approach and your individual contribution.	/20	20%	<b>4<sup>TH</sup> SEP</b>
<b>FINAL GROUP PRESENTATION:</b> 10-minute presentation to (a) present your key findings, (b) showcase your final outcome, and (c) provide a short reflection that outlines what you have learned throughout the course of the project.	/20	20%	<b>10<sup>TH</sup> SEP</b>

## Presentation Tips and Tricks

Plan and organise your content so that its structure has an obvious flow. Be consistent in headings, subheadings and bullet points.

Engage with storytelling to make sure that your content is relatable and memorable. This will help in making an emotional connection with your audience.

If you need cue cards this is fine but they should be a supporting tool, don't read every line. Print them big enough so that you pick up your thread at a glance.

Avoid reading from slides – the audience can do that. Your job is to embellish the key points.

Visual aids can help bring a presentation to life – use images, video, charts, and infographics to help illustrate your key points. But use them strategically, as a support tool to enhance your messages.

When presenting as a team, play to your strengths. Employ the numbers savvy person to present the stats and the more creatively inclined members to carry the story.

Encourage participation from your audience and ask opinions and questions along the way for a more engaging, involved experience.

Speak clearly and vary your tone to emphasise important points.

Be confident in your body language. Make eye contact with your audience, use gestures, and move around to maintain energy and engagement.

Practice, practice, practice. Know the content backwards, understand how long the presentation will take, and get your pace right.

Nerves are good! Channel these into enthusiasm and passion for your topic!

### QUERIES + CONTACT

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