Learning Journey

Creating and innovating in response to a client's brief.

Classroom Learning

Learning Stop 1
How can I use Photoshop to edit and manipulate images?

Learning Stop 2
Can I identify the features of an effective advert?

Home Learning

Home Learning Stop One:
Bring in an item(s) which represent a SAS option.

Home Learning Stop Two:
Bring in an example of an advert.

Service
Primary Afternoon Flyers and Marketing

Key Language

Word	Definition	In context
software	The programmes and other operating information used by a computer.	They had to install the Photoshop software.
edit	The process of correcting and adapting a text or image.	They had to edit the text on the advert to make the message clearer.
brief	A set of instructions given to a person about a job or task.	The brief was to design the new flyer for the Winter Fayre.
manipulate	Transforming or altering a photograph using various methods and techniques.	They had to manipulate the image of the tiger so that it filled the entire page.
composition	How the elements on the screen appear in respect to each other and within the frame itself.	The composition was made up of many images overlapping each other.
effective	Successful in producing a desired or intended result.	The composition was very effective.
advertise	Describe or draw attention to a product, service, or event in a public place.	He advertised his products on billboards all over town.
client	A person or group that uses professional advice or services.	The client wanted an effective advertisement for his new product.
media text	Any work, object, or event that communicates meaning to an audience	Most media texts use words, graphics, sounds, and/or images.
camera shot	How much space the audience sees in a particular frame.	The director decide on a close up camera shot.