

11 Media Arts in Practice “The Publicist” Semester Overview

Unit Context	Task No.	Assessment Task Context	Assessment Task	Due Date
<p>This module focuses on developing the skills to produce a design folio of advertising material (print and screen) promoting the release of an artist/band’s new single. Students explore techniques and trends in the media arts that can be used to market identities/brands/events. They use a problem-solving approach to produce a design folio developing a brand identity/key selling point for an artist/band that captures the attention, interest and/or desire of the public.</p>	1	<p>As a publicist in the Media Arts, you are required to have your finger on the pulse of how to sell an artist or artwork. You are required to demonstrate an understanding of how media messages can be constructed to best appeal to a demographic and how the visual and audio elements that make up media messages can be manipulated to convey intended meaning. You are also required to possess a broad range of skills involved in the making of media messages including designing and producing marketing materials.</p>	<p>You will design a folio of materials used to market a chosen musical artist or band.</p> <p>The task includes 2 components.</p> <p>Component 1: an annotated journal that documents your design process and how you went about creating a brand identity for your chosen musical artist or band, including evidence of planning, and evaluation of reference artworks</p> <p>Component 2: a design folio of advertising material for promotion of your chosen musical artist or band’s new single, consisting of designs for at minimum: a logo, an album cover and a print advertisement</p>	Week 9
	2	<p>Music videos are a key tool in the promotion of a musical artist/band’s brand identity. They have the capacity to shape the public persona of the artist/band. As a publicist, you are required to design and produce media products which convey finely crafted representations of your client’s brand identity.</p>	<p>You will design and produce a 3-4 minute music video that conveys the considered brand identity of a chosen musical artist/band.</p>	Week 19

