

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Advertising Techniques
Unit Reference Number:	H/615/8652
Level:	Level 1
Credit Value:	3
Minimum GLH:	27

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how content, style and technique are used in advertisements	1.1 Outline how content, style and technique are used in advertisements
2. Be able to generate an idea for an advertisement	2.1 Use techniques and materials to generate an idea for advertisement
	2.2 Give own response to the development of ideas
3. Be able to create an advertisement	3.1 Outline own ideas for advertising a specific product or service
	3.2 Use techniques and materials to produce an advertisement design
4. Be able to review own work	4.1 Outline feedback received on design
	4.2 Outline a way to adapt ideas and amend or improve design