

CRITICAL EVALUATION

INTRODUCTION

For my A2 Project I researched a series of three A4 advertising posters and an accompanying booklet to raise awareness of the problem of child abuse in primary school children. The target audience was primary school teachers who might need help to spot the symptoms of child abuse. The need for the poster campaign was identified following a research questionnaire of primary school teachers who mostly felt that they would like more help to detect abuse in schools in order to be confident if they suspected their child was being abused. The poster also provided a telephone number for the National Child Protection Organisation (NCPO) (0800 055 2121) which is a free helpline for reporting child abuse. The original images of child abuse photographs with an OpenOffice 3.0 Java Swing digital camera and their cropped and edited version (Adobe Photoshop). The logo for NCPO was created using the Photo programme. The booklet was created using Microsoft Word and the SCAN logo was prepared from Photo. The posters were designed to be displayed individually in any room and also to be placed as newspaper advertisements in the Times Educational Supplement, a weekly paper for teachers. The booklet was designed to be added into the Times Educational Supplement as a flyer and also placed in individual primary schools.

For the Advanced Production for A2, I am going to make website for a local stage school, Lanes Film, Lanes is a primary school which has local area but it has a lot of things that it is expecting. I will have to make a website for it and it is different for them to become well known in the school area. Lanes Film is a very young people aged 12-20 who will probably be very creative with their website. The main target audience will consist of young people aged 12-20. The purpose of the website is to provide information for film who want to find out more about the school and their activities and their website of the school. However, because the site is for young people, it will be a child friendly website. Ideally, the site should be made in the school based as a marketing tool. Lanes is an ex-pupil of Lanes School, which has been awarded specialist status as a Performing Arts College setting in September 2008. The school is keen to develop further music links in the local community and to encourage parent students to which great musical talents perform. The year 10 and 11 GCSE music students at Lanes School will form part of the target audience. In addition, Lanes could use the website to promote her music with members of local music venues or other local music venues to support.

There are many ways the A5 project and the A2 project will differ. The A5 work was print based, this will be internet based. Although I will not add digital photography to the A5 work, I will be using a different camera with better definition and displaying the pictures on screen rather than in print. I will also need to find ways to record music and upload it onto the

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