

GCSE Drama

Museum of Brands Worksheet

In this Museum advertising and packaging design are devised to communicate specific messages. Within the Time Tunnel, you will find drama and performance techniques used to motivate audiences to buy their products.

- Watch 5 adverts in the show reel in the Branding Hall. After each advert, analyse the main message communicated in relation to the drama features below. Describe two features per advert.

	Body Language	Voice and Sound	Costume	Facial Expression
Advert 1: Main message:				
Advert 2: Main message:				
Advert 3: Main message:				
Advert 4: Main message:				
Advert 4: Main message:				

2. Use the list of adverts to help you identify the adverts on the screen. Find an example of the following conventions of TV Advertising in each of the decades below.

1950s

Male voice over

Informative tone

Jingles

Use of a presenter

1960s

Pronounced gender roles

Celebrity endorsement

Cinematic, picturesque setting

Juxtaposition/ Unexpected endings

1970s

Regional accents used for comedic affect

British national pride

Health awareness

Portrayal of the working class (rather than only glamorous, wealthy lifestyles)

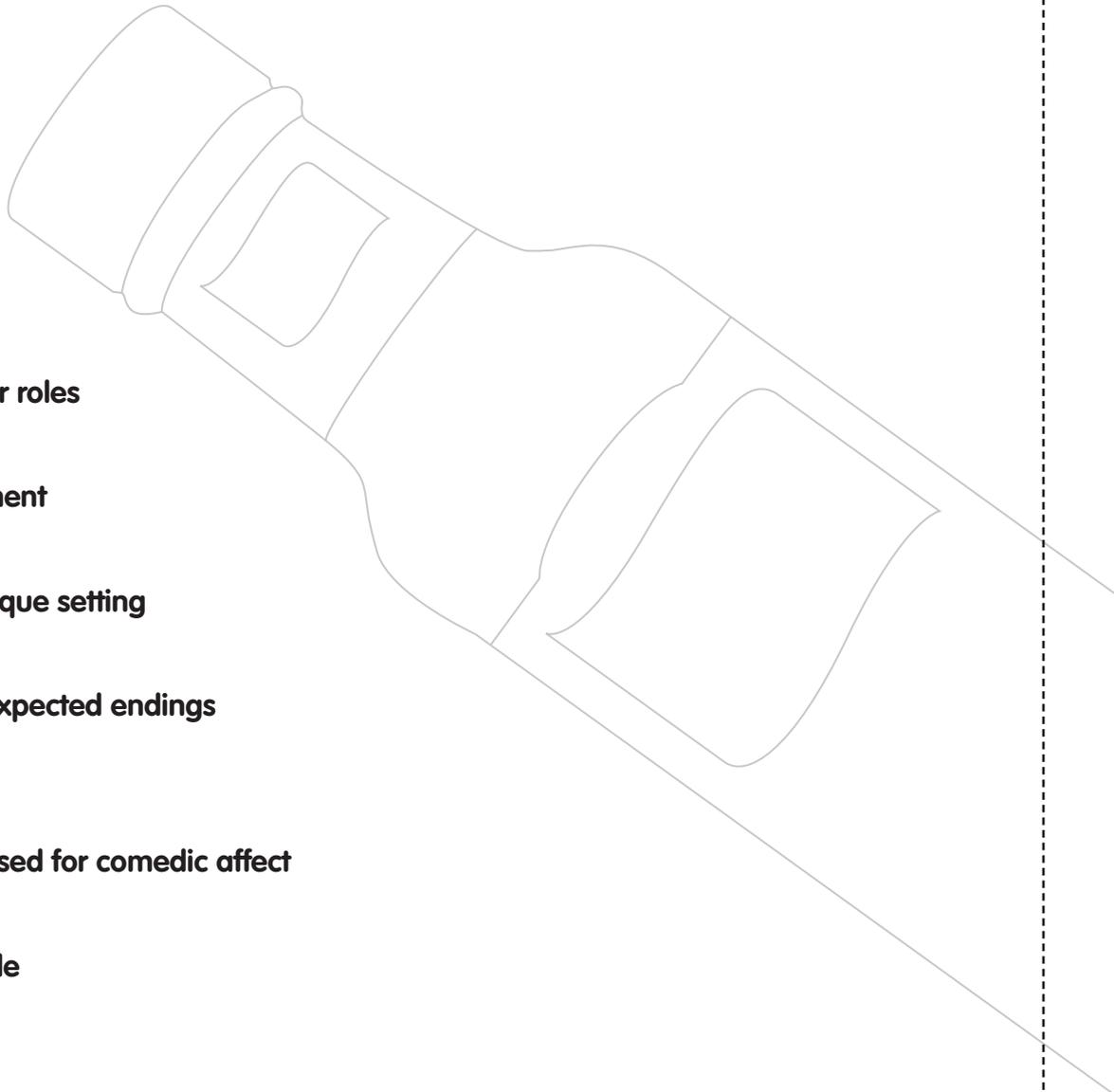
1980s

Comedy

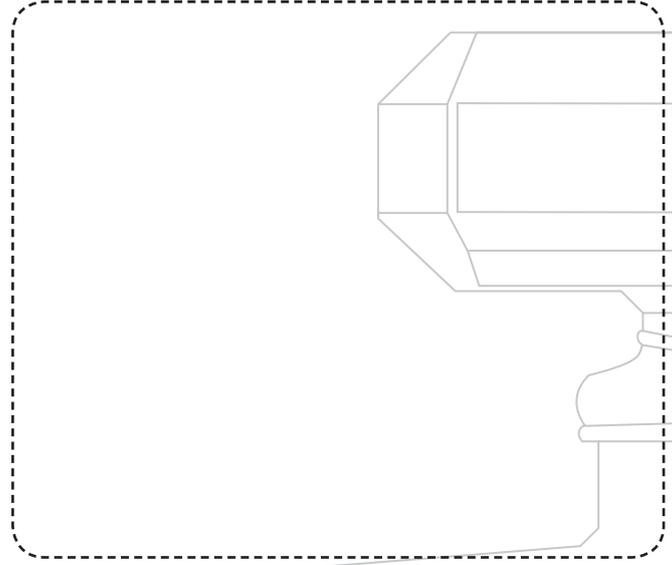
Less emphasis on the product and more on making a memorable statement

Use of impressive new filming technology

Celebrity endorsement



- 3.** Pick an era from the decades above and find an object from that decade in the time tunnel. In the boxes below, draw an annotated sketch of the product and the target customer.



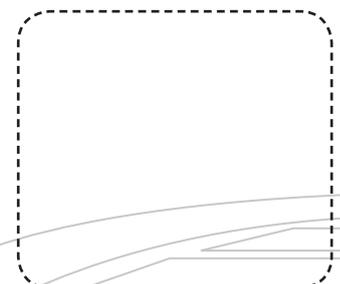
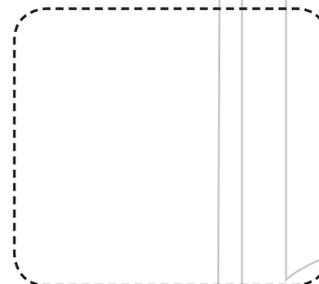
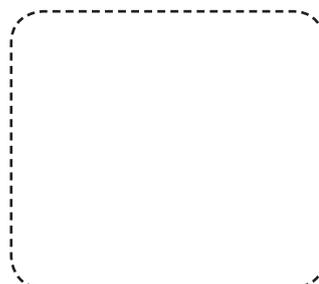
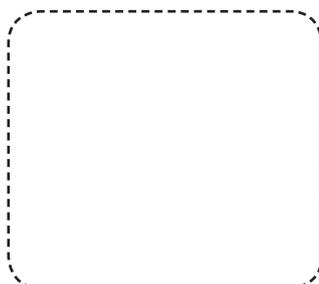
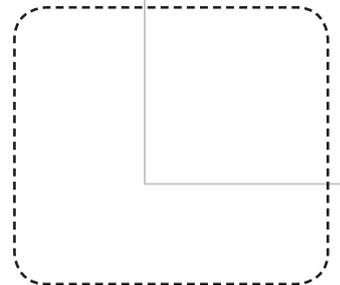
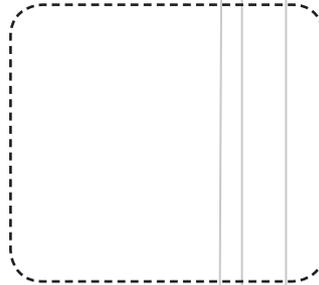
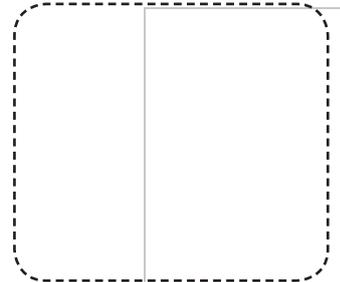
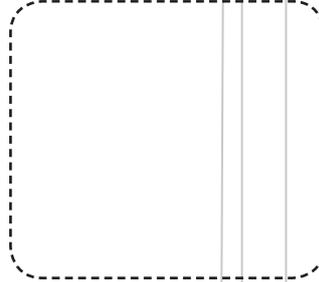
- 4.** Using the conventions of TV advertising in each decade, create a 30 second TV advertisement for your product above, targeted towards the customer. Document your advert in a story board below. Keep in mind:

Body Language

Voice and Sound

Costume

Facial Expression



- 5.** Without sharing which decade you have chosen, team up with another pair and perform your adverts to each other. Fill out the form below as you watch their performance. Analyse the conventions they are using and develop an explanation of which decade you think they have set their advert in.

Product:

Target audience:

Main message:

Key features of the advert:

Which decade do you think the advert is set in and why?

- 6.** Think about 5 TV or YouTube advertisements you have seen recently. Write down conventions or new innovations of current moving image advertising, two are started for you:

1 Use of comedic animal mascots – Eg. Compare the MeerKat

2 Viewers can choose their own endings/ have control over the content

3

4

5

7. For the same product you have chosen above, create a modern day, 30 second YouTube advert using the current conventions you have identified. Story board your advert below. Keep in mind:

Body Language

Voice and Sound

Costume

Facial Expression

8. Write a short paragraph detailing the changes you have made to your performance in relation to the decade your advert is set in.

We would love to see work inspired by your visit, please photograph it and share it on our twitter or Instagram @museumofbrands #museumofbrands, or send it to rosehughes@museumofbrands.com