

BP219

Bachelor of Communication (Advertising)

Selection task for
international students

School of Media and Communication

This form must be completed by international students only. Australian or New Zealand citizens/Permanent residents of Australia or Permanent Humanitarian Visa holders must apply through RMIT Admissions, www.rmit.edu.au/programs/apply.

SECTION 1: Applicant information

Student / Applicant ID (if known)

Title Family name

Given name

Date of birth

Email

SECTION 2: How to apply

1. Check the [programs and fees website](#) to ensure this program is offered for your preferred intake.
2. Check the [program academic and selection task requirements](#) (see 'International student' tab).
3. Complete this selection task and upload it with your [online application](#).

SECTION 3: Further information

Contact: Administration Officer

Email: advertising@rmit.edu.au

Please note that this selection task is retained as part of official RMIT records. Selection tasks will not be returned to applicants. If you wish to retain a record of your work, please make a copy for yourself.

SECTION 4: Applicant statement

Write a short biography (maximum 300 words)

- Tell us about yourself, your interests, achievements and goals, how you express your creativity
- Tell us how you came to be interested in advertising - what is it that attracts you to the industry?

SECTION 5: Advertisement analysis

Using the magazine advertisement on page 3, give a written response to the following questions (maximum 300 words)

- **Who is the ad talking to?** Provide a description of who the message is intended for. That is, who is the audience for this advertisement? Why do you think they might purchase the advertised product or service? Would they use it themselves or would they purchase it for someone else?
- **What is the ad trying to say?** Identify the key message being communicated through this advertisement. What do you think the advertiser wants the audience to think about this product after seeing the ad.
- **Does it work?** Do you think the advertisement is successful in reaching this audience and conveying the intended message? Why or why not?

SECTION 6: Advertisement makeover

Using the same magazine advertisement below, come up with your own alternative, creative solution.

You need to talk to the same audience and try to convey the same intended message as the original advertisement, but find a creative way to either improve or extend this advertising message based on your response to the final point of your advertisement analysis above.

You must create a different headline, body copy and visual idea.

Submission instructions:

Upload your new magazine advertisement in a single PDF or JPEG file.





**OMO Capsules
make washing easy**



SECTION 7: Original advertisement

Using a black pen and paper only, sketch a print ad (poster, magazine or newspaper) for the following brief:

Brand: KeepCup. The KeepCup is a reusable coffee cup that diverts millions of disposable cups from landfill everyday.

Objective: Due to COVID-19 the use of KeepCups has been banned in Australian cafes. Find a use for the KeepCup in the post-pandemic landscape.

Proposition: Keep using the KeepCup.

Please note that we are looking for your creative ideas, not your drawing skills. Include scribbles, brainstorming, rough ideas, mind maps or any other devices you used to come up with your ideas.

Submission instructions:

Upload your response in a single PDF or JPEG file (maximum 3 pages).

SECTION 8: Privacy notice and applicant declaration

Privacy notice

RMIT University is providing you with this notice because RMIT University is seeking personal information about you in this form to fully and properly assess your application for study and administer any subsequent enrolment in accordance with its policies and procedures.

The information you provide on this form and during enrolment may be made available to the Australian Government, State Agencies and other designated authorities under the ESOS Act 2000, ESOS Regulations 2001 and the National Code.

Information about you can be disclosed without consent where authorised or required by law.

RMIT University's policies require that the information on this form be supplied. Please note that failure to do so, or to supply only part of it, may result in your application being unable to be considered. In addition, any offer of a place may be revoked and enrolment cancelled if the information supplied is incomplete, false or misleading.

For more information about how RMIT University collects, uses, discloses and stores your personal information, see the RMIT Privacy Statement www.rmit.edu.au/privacy.

Applicant declaration

Please read and sign the following applicant certification. This application is not valid unless signed and dated. If you are signing this application on behalf of the applicant, a certified copy of your authority to act on their behalf must be attached.

I declare that to the best of my knowledge, the information supplied in this form and any supporting documentation or materials is correct and complete. I acknowledge that the provision of incorrect or incomplete information or documentation or the withholding of information or documentation relating to my application may result in the cancellation of any offer or enrolment by RMIT University. I confirm that I have read and understood the application and accept the conditions of the application. I further understand that submission of an application to RMIT University does not guarantee the offer of a place. I authorise RMIT University to obtain, where necessary, further information regarding this application from other relevant bodies.

I agree that:

- I have read and understood the privacy statement and accept its conditions
- I will be bound by the statutes, regulations, standards of conduct and policies of the University as amended from time to time
- I consent to receiving information electronically from the University.

I certify that:

- the information supplied regarding my application is correct
- my response to questions and any work submitted as part of my application are my own original work
- the submission of incorrect or incomplete information may result in the withdrawal of any offer and/or cancellation of enrolment at any stage
- it is my responsibility to provide all relevant and required documentary evidence of my qualification/s.

I authorise RMIT University to:

- obtain further information with respect to my application from other organisations
- provide information to government, educational, health and other relevant institutions, in the processing of, or in conjunction with, my application.

Signed:

Date:

