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**SESSION 2022**

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| **BACCALAURÉAT PROFESSIONNEL**  **ÉPREUVE ORALE SPÉCIFIQUE « SECTION EUROPÉENNE »**  **ARTISANAT ET MÉTIERS D’ART**  **OPTION COMMUNICATION VISUELLE PLURIMÉDIA**  **LANGUE : ANGLAIS** |

**SUJET N°1**

**Durée de l’épreuve : 40 minutes**

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| * Préparation | * 20 minutes |
| * Présentation de la situation | * 10 minutes |
| * Entretien sur les activités et travaux effectués dans la discipline non linguistique | * 10 minutes |

**SITUATION**

You got yourself a job interview at GRAY318-SF agency, located in San Francisco. You apply for a graphic designer position.

During the interview, you are given two layouts for an awareness campaign created by Helsinki-based creative agency SEK for International Women’s Day.

* Give the different steps which are necessary to make this ad and which software you would use.
* Give your opinion about its effectiveness.



**DOCUMENTS**

* **N° 1** : Mad Women awareness campaign - layouts

**DOCUMENT 1 : MAD WOMEN AWARENESS CAMPAIGN – LAYOUTS**

***Source****: https://www.adsoftheworld.com*

