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| **Assignment Brief** |
| Qualification | L3 BTEC Creative Media Production |
| Unit number and title | Unit 7: Understanding the Creative Media Sector |
| Start date |  |
| Deadline |  |
| Assessor name | Kieran Ryan |
| Assignment title | Working 9 to 5 |
| The purpose for this assignment is to give learners an understanding of the creative media sector. The unit covers the sector’s industries and their ownership, and legal and regulatory issues. Learners will also develop an understanding of employment opportunities, working conditions and how to apply for work in the media sector. |
| Scenario: You are looking for work in the media. In the meantime. You have been commissioned to produce some materials for BTEC students who are interested in Media careers. |
| **Assessment and grading criteria** |
| **To achieve a pass grade the evidence must show that the learner is able to:** | **To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:** | **To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:** |
| P1describe the structure and ownership of the media sector | M1 explain the structure andownership of the mediasector with reference todetailed illustrative examples | D1comprehensively explainthe structure and ownershipof the media sector withreference to elucidatedexamples |
| P2describe ethical and legal constraints within the media sector | M2 explain ethical and legalconstraints within the mediasector with reference todetailed illustrative examples | D2comprehensively explainethical and legal constraintswithin the media sectorwith reference to elucidatedexamples |
| P3 describe the regulation of the media sector | M3explain the regulatory issuesaffecting the media sectorwith reference to detailedillustrative examples.  | D3comprehensively explain theregulatory issues affecting themedia sector with referenceto elucidated examples |
| P4describe employmentopportunities and job roles in the media sector | M4 explain employmentopportunities and jobroles in the media sectorwith reference to detailedillustrative examples | D4 comprehensively explainemployment opportunitiesand job roles in the mediasector with reference toelucidated examples |
| P5 prepare personal careerdevelopment material using basic formal language. | M5 prepare carefully producedpersonal career developmentmaterial using generallycorrect formal language. | D5 prepare personal careerdevelopment material toa quality that reflects near professionalstandards,consistently using correctformal language. |

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| **Task 1*** Produce a resource for BTEC students explaining structure and ownership of TWO sectors of the Media with reference to TWO detailed case studies from each sector. This might be a documentary video, a podcast, a written resource or a presentation.

​EVIDENCE: Notes, planning, finished resource.P1, M1, D1 DUE DATE: |
| **Task 2** Produce a presentation explaining:* how TWO Media sectors are regulated
* giving TWO case studies examining products by those two Media sectors which provoked ethical and/ or legal controversy

EVIDENCE: Planning and pre-production notes, pre-production portfolioP2, M2, D2, P3, M3, D3DUE DATE:  |
| **Task 3**Think of TWO roles in the Media which you might be interested in.​* Produce a poster or leaflet for each role explaining to BTEC students the requirements of the role, where to find such jobs and how to succeed in it.
* Produce a video for BTEC students giving advice on how to find employment and how to be successful in work.
* Produce your own job application materials: CV, covering letter and showreel.

EVIDENCE: Finished filmP4, M4, D4, P5, M5, D5DUE DATE:  |
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| Sources of information* Association of Professional Recording Services (APRS) – www2.aprs.co.uk – A professional body for the recording industry
* BBC – www.bbc.co.uk
* British Phonographic Industry (BPI) – www.bpi.co.uk – The professional body for the recorded music industry
* British Board of Film Classification (BBFC) – www.bbfc.co.uk
* Channel 4 – www.channel4.com
* Granada – www.itv.com/about
* The *Guardian’s* job site – jobs.guardian.co.uk
* Ofcom – www.ofcom.org.uk – The independent regulator for the UK communications industries
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| This brief has been verified as being fit for purpose |
| **Assessor** |  |
| **Signature** |  | Date |  |
| **Internal verifier** |  |
|  **Signature** |  | Date |  |

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| **Criteria reference** | **To achieve the criteria the evidence must show that the learner is able to:** |  | **Task no.** |  | **Evidence** |
| P1 | describe different applications of photography with some appropriate use of subject terminology |  | 1 |  | Webpage/ presentation |
| M1 | describe the explain the features of single camera production with reference to detailed illustrative examples and with generally correct use of subject terminology  |  | 1 |  | Webpage/ presentation |
| D1 | comprehensively explain the features of single camera production with reference to elucidated examples and consistently using subject terminology correctly |  | 1 |  | Webpage/ presentation |
| P2 | generate outline plans fora single camera production working within appropriate conventions and with some assistance |  | 2 |  | Pre-production file |
| M2 | generate detailed ideas for a single camera production showing some imagination and with only occasional assistance  |  | 2 |  | Pre-production file |
| D2 | generate thoroughly thought- through ideas for a single camera production showing creativity and flair and working independently to professional expectations  |  | 2 |  | Pre-production file |
| P3 | produce a single camera production working within appropriate conventions and with some assistance.  |  | 3 |  | Film |
| M3 | produce a single camera production to a good technical standard showing some imagination and with only occasional assistance.  |  | 3 |  | Film |
| D3 | produce a single camera production to a technical quality that reflects near- professional standards showing creativity and flair and working independently to professional expectations.  |  | 3 |  | Film |