You might want to follow this outline when preparing and presenting your reports.

* Cover Page – your name, your course and unit name (‘BTEC Level 2 Creative Media Production’ and ‘Unit 1: Research for Creative Media Production.’) Your research questions (eg ‘Why is **Ant Man** so popular?’ or ‘An Investigation into the Audience for **Harry Potter; Chamber of Secrets**.’ It should BE ANSWERABLE and LIMITED. ‘The Avengers’ is not a title, for example.) Feel free to design a more ambitious cover; remember, this is a Creative Media course. Branding matters.
* Index. Subsections of your report ordered by page number. Subsections also included. (Typically, it will include something like:
  + Introduction
  + Research Plan
  + Quantitative data
    - Desk research
    - Audience research – questionnaire results
    - Secondary Data
    - Market research – other products in the same market space
  + Qualitative data
    - Audience research
    - Secondary Data
  + Conclusions
  + Bibliography
  + Appendices
* (Your particular structure might differ; for example, you might prefer to organize your report around primary and then secondary data.)
* Research plan – an outline of what you actually plan to do.
* Your research, organized in what seems to be the best way to you.
* Conclusions; this is where you answer your question and perhaps outline any further research that would be required to go further into the questions.
* Bibliography – properly formatted. This is often the first thing anyone looks at, in order to see how deep and broad your research is and thus how valid your conclusions are likely to be. (To put it another way, whether your work is worth reading!)
* Appendices – here, you might include transcripts of focus groups, a copy of your questionnaire, any graphs or additional material which did not make it into the main body and so on.

Your distinction criteria asks for a ‘substantial’ amount of research. You are probably looking at 1500 words or so for this project. It depends how you do it, though, so just make sure you are constantly asking your teacher what grade you are heading for!