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| **Assignment Brief** | | |
| Qualification | L3 BTEC Creative Media Production | |
| Unit number and title | Unit 4: Creative Media Production Management Project | |
| Start date | Jan 10 2018 | |
| Deadline | April 18 2018 | |
| Assessor name | Kieran Ryan | |
| Assignment title | The Buck Stops Here. | |
| **The purpose for this assignment** is to provide learners with the understanding, knowledge and skills required to manage the production of a media product from the initial idea through to completion. | | |
| **Scenario**: A Hong-Kong based company wants to launch a new soft drink aimed at teenagers onto the market. They want a local company to come up with the concept for the drink and to design and make a television advert. You need to come up with an idea, pitch for the contract, then produce the advert. | | |
| **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:** |
| P1  originate, develop and research an idea for a media product working within appropriate conventions and with some assistance | M1  originate, develop and research an idea for a media product showing some imagination and with only occasional assistance | D1  originate, develop and research an idea for a media product showing creativity and flair and working independently to professional expectations |
| P2  pitch a proposal for a media product with some appropriate use of subject terminology and with some assistance | M2  pitch a proposal for a media product competently with generally correct use of subject terminology and with only occasional assistance | D2  pitch a proposal for a media product to a near- professional standard consistently using subject terminology correctly and working independently to professional expectations |
| P3  manage a production process to create a media product working within appropriate conventions and with some assistance. | M3  manage a production process competently to create a  media product to a good technical standard, showing some imagination and with only occasional assistance. | D3  manage a production process to near-professional standards to create a media product, showing creativity and flair and working independently to professional expectations. |

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| **Task 1**  Generate the idea for your campaign and advert. Show evidence of research into audience, similar products and ideas, ​institutional context and constraints.  EVIDENCE: Mood boards, brainstorms, desk research, notes on institutional constraints, audience research.  P1, M1, D1  DUE DATE: January 29 2018 | | | |
| **Task 2**  Produce and deliver a pitch for your idea. The medium is up to you - it can be done as a presentation, a video, a document or a mix of these- but it must address content, audience, requirements of your project. You WILL need to actually present the pitch and be able to answer questions.  EVIDENCE: Pitch – both performance and artifact.  P2, M2, D2  DUE DATE: February 30 2018 | | | |
| **Task 3**  Create the product. You will be assessed on ALL aspects of it: the pre-production, the production and, most importantly, how you manage the process.  EVIDENCE: Pre-production and final product.  P3, M3, D3  DUE DATE: April 18 2018 | | | |
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| Sources of information   * Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book* (Pearson, 2010) ISBN 978-1846906725 * Hardy P – *Filming on a Microbudget* (Pocket Essentials, 2004) ISBN 978-1842433010 * www.allpm.com – a project management site with useful resources * www.gamasutra.com – a sister publication to the print magazine *Game Developer* * www.skillset.org/interactive/careers/article\_4754\_1.asp – Skillset’s pages on the role of a project manager | | | |
| 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 | originate, develop and research an idea for a media product working within appropriate conventions and with some assistance |  | 1 |  | Planning docs, research notes |
| M1 | originate, develop and research an idea for a media product showing some imagination and with only occasional assistance |  | 1 |  | Planning docs, research notes |
| D1 | originate, develop and research an idea for a media product showing creativity and flair and working independently to professional expectations |  | 1 |  | Planning docs, research notes |
| P2 | pitch a proposal for a media product with some appropriate use of subject terminology and with some assistance |  | 2 |  | Pitch, both artifact and performance |
| M2 | pitch a proposal for a media product competently with generally correct use of subject terminology and with only occasional assistance |  | 2 |  | Pitch, both artifact and performance |
| D2 | pitch a proposal for a media product to a near-  professional standard consistently using subject terminology correctly and working independently to professional expectations |  | 2 |  | Pitch, both artifact and performance |
| P3 | manage a production process to create a media product working within appropriate conventions and with some assistance. |  | 3 |  | Pre-production and production |
| M3 | manage a production process competently to create a  media product to a good technical standard, showing some imagination and with only occasional assistance. |  | 3 |  | Pre-production and production |
| D3 | manage a production process to near-professional standards to create a media product, showing creativity and flair and working independently to professional expectations. |  | 3 |  | Pre-production and production |