OUTSTANDING TEACHING, LEARNING AND ASSESSMENT TECHNICAL SKILLS NATIONAL PROGRAMME

Assignment brief and scheme of work developed with the Master Technician
Created by: City and Islington College and Jet Media
January 2019

Managed by

ASSOCIATION OF COLLEGES
UAL Awarding Body

Level 3 Extended Diploma in Creative Media Production & Technology

<table>
<thead>
<tr>
<th>Assignment Title</th>
<th>Magazine Cover / Charity Campaign</th>
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<tbody>
<tr>
<td>Unit No &amp; Title</td>
<td>Unit 9: Characteristics and contexts in media and communication  Unit 10: Engaging with an audience in creative media production</td>
</tr>
<tr>
<td>Level</td>
<td>Level 3</td>
</tr>
<tr>
<td>Course Code</td>
<td>Bt6008A18</td>
</tr>
<tr>
<td>Assignment Lecturer</td>
<td>Martin Ford, Jeff Lee, Simon Korner</td>
</tr>
<tr>
<td>Assignment Verifier</td>
<td>Osman Amin</td>
</tr>
<tr>
<td>Start Date</td>
<td>Week of 17th September 2018</td>
</tr>
<tr>
<td>Submission Date</td>
<td>Week of 23rd November 2018</td>
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This assignment will enable you to generate evidence of personal & professional development (PPD) in these areas

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<tr>
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<th>9</th>
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<tbody>
<tr>
<td>Initiative</td>
<td>Independent enquiry</td>
<td>Creative thinking</td>
<td>Reflective learning</td>
<td>Team working</td>
<td>Self-management</td>
<td>Effective participation</td>
<td>Problem solving</td>
<td>Communication</td>
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Learning Outcomes: At the end of the unit the learner will

Unit 9:
1. Understand the characteristics and context for a chosen media and communication activity.
2. Be able to use knowledge of the characteristics and context of a media and communication activity.
3. Be able to use evaluation in support of creative media production.

Unit 10:
1. Understand the audience for a chosen creative media production activity.
2. Be able to plan and implement a creative media production activity for an identified audience.
3. Be able to use evaluation in support of creative media production for an identified audience.

Scenario

MAGAZINE COVER SELF PORTRAIT (Week 1 and 2)
Design and produce a magazine cover with an image of you on the cover. The genre, title, image and coverlines should reflect something about you – your personality, interests, ambitions, hobbies etc.

CAMPAIGN (Week 3 – 9)
You have been commissioned to devise a new fundraising idea (EVENT) for an existing charity. You will be required to design and produce a range of publicity materials to raise awareness of the event. The publicity will also have the secondary objective of raising money, awareness and/or increasing engagement for the selected cause. You can work in any appropriate media format, but will need to produce work for at least 2 media platforms. You have a choice of charities to work with.
<table>
<thead>
<tr>
<th>Week / Date</th>
<th>Activity / Location</th>
<th>Evidence for Blog</th>
</tr>
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</table>
| **1** WC 18/09/2017 | **Jeff**  
   Introduction to the project  
   Codes and conventions  
   Typography / structures / colour  
   Analysing magazine covers  
   Decide on title for magazine  
   Decide on any props etc required to bring in  
   (Unit 9 AC1.1, 1.2)  
   **Martin**  
   Setting Up Blog  
   Anatomy of a magazine covers (terminology)  
   Plan photo for cover image  
   (Unit 9 AC2.1, 2.1)  
   Photography for cover  
   Photoshop: editing photo – removing background  
   (Unit 9 AC2.1, 2.2)  
   **Simon**  
   Different types of magazines  
   Genres of magazines  | Annotated examples  
   Rough design for cover  
   Cover Photo  
   Audience profile  
   Blog diary entry |
| **2** WC 25/09/2017 | **Jeff**  
   Photoshop cover image  
   Adding elements to magazine cover – typography etc  
   (Unit 9 AC2.1, 2.2)  
   **Martin**  
   - Finishing magazine cover  
   (if finished – make another one with same image but different genre)  
   (Unit 9 AC2.1, 2.2)  
   **Simon**  
   Finishing magazine cover  
   (if finished – make another one with same image but different genre)  
   Upload to blog with description of production stages/evaluation  | Completed individual magazine cover, evaluate and upload to blog  
   Open discussion  
   Collage of a range of magazine front covers and a brief account of the conventions used |
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</table>
| 3 WC 01/10/2018 | **Introduce Campaign Assignment**  
Jeff  
Investigate what each organisation does  
Secondary Research  
Select charity and research in more detail  
Annotate examples of existing campaign materials  

Martin  
Identify and categorise audience  
Questionnaire to determine existing knowledge and preferences  
Psychographic Profiles  

Simon  
Decide on event  
Brand event to appeal to 16-24 Audience while maintaining elements of the original charity's identity  
3 options (visuals / straplines)  
Market test them  

Jet Media 3rd Oct:  
Steve Williams presents tips on how to interpret client briefs, students participating in Q&A. Also, Steve demonstrates pitch process, presentation and how to clearly communicate the idea with clients  

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| 4 WC 08/10/2018 | **Jeff / Martin / Simon (objectives for week)**  
Jeff  
Define strategy for campaign to publicise event  
Create Moodboard  
Select media to work with (minimum 2)  
Options could be:  
TV / web Advert  
Print media: flyer / posters / billboards / press adverts / brochure / leaflet  
Social media /  

Martin  
Pre-production  
Treatment  
Storyboard  
Rough designs  
Pre-production appropriate to media formats used  

Simon  
Finish Pre Production  
Pitch of idea to group  
Summary of research  
Audience profile  
Outline of intended event  
rough graphics / designs / plans  
Planning schedule  

**Review: VLOG/BLOG**  
Summary notes  
Questionnaires  
Summary of results  
Interpretation  
Audience profiles  

**Review: VLOG/BLOG**  
Moodboard  
Planning document  
PowerPoint presentation
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| 5    | 15/10/2018 | Jeff / Martin / Simon (objectives for week)  
Start on project work  
Complete pre-production materials  
Risk assessment  
Organise filming or photography/ graphics over half term if appropriate  
  
Review: VLOG/BLOG |
| 6    | 29/10/2018 | Jeff / Martin / Simon (objectives for week)  
Media work / project  
Complete pre-production materials  
Facilitate filming when required  
Assist with visual / design work  
Facilitate photo-shoots  
One to one sessions for individual students wanting to explore specific techniques and ideas  
Look at individual campaigns contextually in relation to historical examples  
  
Jet Media 2nd Nov:  
Steve Williams meets students to review the progress of the project and to give advice on how to present to client the final outcome. Students to present their ideas, discuss their approach to themes, design and layout  
  
Review: VLOG/BLOG  
You must record at least one reflection per week on what you have learnt that week, challenges you have overcome and how your project is progressing |
| 7    | 05/11/2018 | Jeff / Martin / Simon (objectives for week)  
Media work / project  
Facilitate filming when required  
Assist with visual / design work  
Facilitate photo-shoots  
One to one sessions for individual students wanting to explore specific techniques and ideas  
Look at individual campaigns contextually in relation to historical examples  
  
Review: VLOG/BLOG  
You must record at least one reflection per week on what you have learnt that week, challenges you have overcome and how your project is progressing |
| 8    | 12/11/2018 | Jeff / Martin / Simon (objectives for week)  
Media work / project  
Facilitate filming when required  
Assist with visual / design work  
Facilitate photo-shoots  
One to one sessions for individual students wanting to explore specific techniques and ideas  
Prepare work for screening |
### Assessment Guidance: What you should aim to produce

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<tr>
<th>Assessment Criteria</th>
<th>Evidence</th>
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<tr>
<td><strong>Unit 9</strong>&lt;br&gt;1.1 Analyse the characteristics and context for a chosen media and communication activity.</td>
<td>Annotated examples</td>
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<tr>
<td>1.2 Interpret research activity to develop ideas for creative production.</td>
<td>Research summary Pitch Magazine front cover</td>
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<tr>
<td>2.1 Use knowledge of characteristics and context to plan and develop creative solutions for a chosen media and communication activity.</td>
<td>Magazine front cover Pitch ppt</td>
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<td>2.2 Apply practical skills, knowledge and understanding of characteristics and contexts to produce creative solutions for a chosen media and communication activity.</td>
<td>Self-portrait cover Media work</td>
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<tr>
<td>3.1 Critically evaluate creative solutions against identified characteristics and context for a chosen media and communication activity.</td>
<td>Audience feedback Review/ evaluation</td>
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<tr>
<td>3.2 Critically reflect on learning to inform personal development.</td>
<td>Review/ evaluation</td>
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<tr>
<td><strong>Unit 10</strong>&lt;br&gt;1.1 Analyse the characteristics of the audience for a chosen creative media production activity.</td>
<td>Audience profile Research summary</td>
</tr>
<tr>
<td>1.2 Interpret research activity to develop ideas and creative proposals for a chosen audience</td>
<td>Research summary Pitch</td>
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<td>2.1 Demonstrate independence in decision making in planning and developing creative solutions.</td>
<td>Planning Evaluation</td>
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<td>2.2 Select appropriate media and processes to communicate ideas for an identified audience.</td>
<td>Design work Media products</td>
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<td>3.1 Critically evaluate creative solutions against identified audience characteristics.</td>
<td>Evaluation Reflective journal</td>
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<td>3.2 Critically evaluate and reflect on learning to inform personal development.</td>
<td>Reflective journal Evaluation</td>
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Unit 9

Characteristics and contexts in media and communication

Level: 3
GLH: 90
TQT: 135

Unit aim: Provide students with an opportunity to develop a focused, in-depth, understanding of the range, characteristics, complexity and contexts that define media and communication activity. It will require the student, through exploration and investigation to enter into a more formal dialogue of personal interrogation and understanding designed to confirm strengths, enthusiasm and aims.

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<td>2. Be able to use knowledge of the characteristics and context of a media and communication activity.</td>
<td>2.1 Use knowledge of characteristics and context to plan and develop creative solutions for a chosen media and communication activity.</td>
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<td>2.2 Apply practical skills, knowledge and understanding of characteristics and contexts to produce creative solutions for a chosen media and communication activity.</td>
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<td>3. Be able to use evaluation in support of creative media production.</td>
<td>3.1 Critically evaluate creative solutions against identified characteristics and context for a chosen media and communication activity.</td>
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# Unit 10

**Engaging with an audience in creative media production**

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<th>Level: 3</th>
<th>GLH: 90</th>
<th>TQT: 135</th>
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**Unit aim:** This unit will require students to develop a more in-depth knowledge and sophisticated understanding of a specific creative media production activity and the means by which the audience for that activity might be reached and addressed. The unit provides an opportunity for students to demonstrate an understanding of audiences for their chosen area of activity, and the importance of collaboration and communication with those audiences during engagement with complex problem solving tasks.

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### Suggested Research (include visits /reading lists / websites etc)

**Web Links:**
- [http://www.bbc.co.uk/education/guides/zcpgdmn/revision](http://www.bbc.co.uk/education/guides/zcpgdmn/revision)
- [http://www.bauermedia.co.uk/audience/audience-finder](http://www.bauermedia.co.uk/audience/audience-finder)
- [http://www.printmag.com/design-education/4-steps-for-defining-a-target-audience/](http://www.printmag.com/design-education/4-steps-for-defining-a-target-audience/)

**Books:**

**College Library:**
- Lucas, G (2011) *Guerrilla advertising 2: more unconventional brand communications* Laurence King
- Pricken, M (2004) *Creative advertising: ideas and techniques from the world’s best campaigns* Thames & Hudson
- Reedy, W (1973) *Impact: photography for advertising* Berger
- Williams, E (2012) *How 30 great ads were made: from idea to campaign* Laurence King Publishing