



# **MEDIA** Production



## **UNIT 3 - Create a Media Product**

# Externally Examined Unit

- > The exam board have set you a brief, you should download it and **read** it.
- > You will have to respond within a certain time limit. (Each task has a limited number of hours for you to complete)
- > Add your assignment brief work to: **U3 L01, U3 L02, U3 L03, U3 L04**



# Assignment

The choice is yours.  
Which brief will give you the best shot at a distinction?

## Assignment for learners Unit 3: Create a media product

### Scenario

#### The scenario

Your region needs you!

You have been asked to produce promotional material for the new regional culture award as part of 'The Culture Campaign'. Cities and towns in your region are all taking part to promote the range of cultures that are part of each city and town's unique identity.

You are required to make **one** of the following media products to showcase and promote your local town or city:

**An audio product**  
This could be, for example, **one** of the following:

- a radio advert
- an original song
- a music talk show, etc.

**An audio-visual product**  
This could be, for example, **one** of the following:

- a promotional video
- online content
- a documentary

**Print based/graphics product**  
This could be, for example, **one** of the following:

- a double page spread for a local magazine or newspaper
- a print based/graphics advertisement which includes two of the following:
  - a poster
  - a billboard
  - digital content/web pop-up
  - a leaflet
- an information pack

All content produced must be original and produced by you. However, music or audio effects from a copyright-free source may be used, but must be referenced.

Pass	Merit	Distinction
P1: Produce a proposal for the original media product to meet the client brief	M1*: Justify content, distribution and marketing methods identified for the planned production to meet a client brief  <i>*Synoptic assessment from Unit 1 Media products and audiences</i>	
P2: Create sample materials to support the proposal		
<b>Evidence</b>		
<p>The proposal could be presented in a written or video format that demonstrates the initial planning ideas for development of the chosen media product. You must produce sample material that could be incorporated in the content of the proposal.</p> <p>The proposal evidence must include:</p> <ul style="list-style-type: none"> <li>• treatment</li> <li>• images and graphics to create visual support to the learner's planning ideas</li> <li>• examples of existing products that the learner wants to pastiche based on layout, style, form, etc.</li> </ul> <p>The sample material to support the proposal could include:</p> <ul style="list-style-type: none"> <li>• sound effects</li> <li>• first page of a script or storyboard</li> <li>• sketched layouts</li> <li>• font styles</li> </ul>		

## LEARNING OUTCOMES

**Produce** all the relevant information for a Professional Proposal

**Create** all materials for the proposal



What is a "Proposal" ?  
Find 3 proposals

Bullet point:

- > What are the features of a proposal?
- > What are the similarities and differences of the features?
  - > How is the proposal presented?
- > What is the PURPOSE? (inform, educate, promote, entertain?)

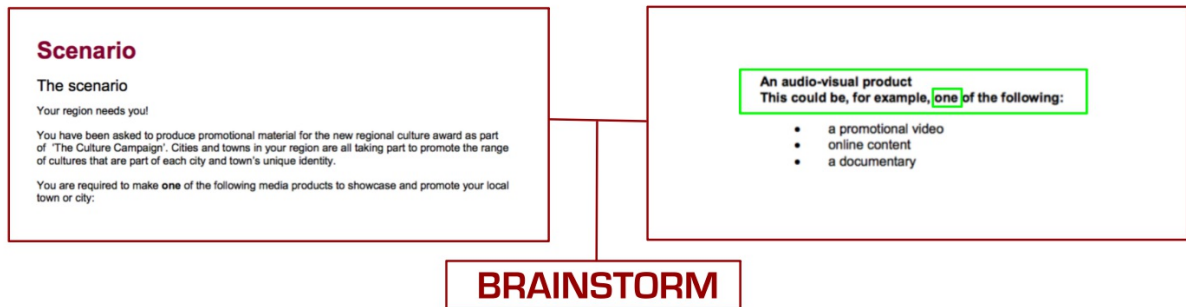


Discover

What is the difference between a "proposal" and a "treatment" for a media product.

List 3 differences

## FEATURES OF A PROPOSAL



Having looked at some proposals now, let's say you have chosen the audio-visual brief and decided on a 'promotional video'

What will be the clients expectations from your proposal?  
Bullet point what they will require from it.



## **PURPOSE, FORM & GENRE**

**Now you have had a chance to read the brief decide which one you will make then answer these questions:**

**What is the purpose of your chosen product?  
(e.g. educate? inform? entertain? promote?)**

**What is the form it will take and what genre?  
(e.g. Audio might be a radio drama)**



## WHAT CONTENT WILL YOU HAVE?

**Mind Map the content you will include:**

**For Audio Products:  
Dialogue, Music, Sound FX,**

**For Audio-Visual  
Mise-En-Scene, Camerawork, editing,  
transitions, special FX, Sound, GFX**

**For Print  
Layout conventions, interview, reviews,  
images, font styles etc....**

**CONTENT**



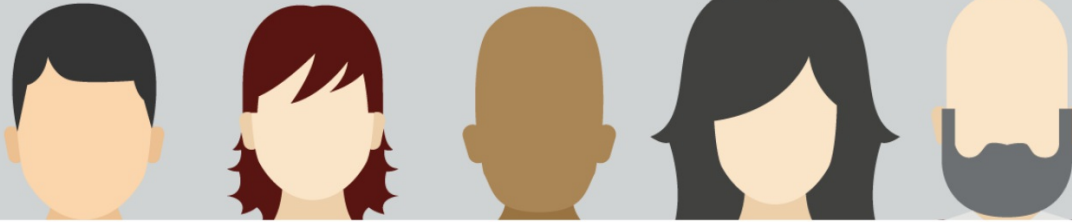
## WHO IS THE AUDIENCE?

**Think carefully about this - who exactly is your target audience?**

**Some research is required here you must create a viable target audience as they will be watching this after.**

**Research - what information will you need to tell your client about the target audience (e.g. gender, age, spending power etc..) and then add this information to your treatment.**

## RESOURCES & PERSONNEL



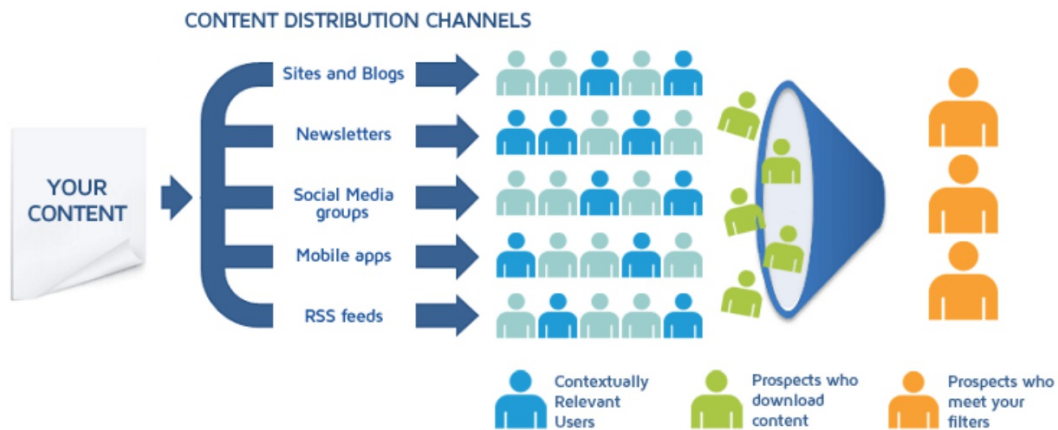
Coming from the point of view that you are a small new production company you must make sure you have all the resources and personnel to create this for real so what do you need?

**Note:**  
Software, Hardware  
Job Roles and Responsibilities

You will need to note this for REAL. So think carefully about the resources and people you will need.

## DISTRIBUTION AND MARKETING METHODS

Thinking realistically is there any potential synergy and cross promotion of your finished product. Suggest to the client where they could distribute and market it across online, TV, radio and print.



In addition to what you have discovered so far research the following:

- > The Working Title of the Production
- > The Log Line
- > Synopsis for the start
- > Synopsis for the middle
- > Synopsis for the end
- > Characters / Presenters name and description of their roles
- > A clear aim/objective for the finished product
- > A suggestion of the style & genre to be used
- > A Timeline of working and a launch date
- > An indication of how the client could distribute and market it (potential synergy, cross promotion)
- > BBFC Certificate and rationale of why it would achieve this certificate



**Task**

Complete the first task on the checklist called:

**P1: TITLE - PRODUCE A PROPOSAL FOR THE ORIGINAL MEDIA PRODUCT TO MEET THE CLIENT BRIEF**

Post in: U3 L01