



MEDIA Production



UNIT 3 - Create a Media Product

LESSON 2

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

By now you've chosen your example assignment which one did you choose and why?

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		
Evidence		
<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"> • treatment • images and graphics to create visual support to the learner's planning ideas • examples of existing products that the learner wants to pastiche based on layout, style, form, etc. <p>The sample material to support the proposal could include:</p> <ul style="list-style-type: none"> • sound effects • first page of a script or storyboard • sketched layouts • font styles 		

LEARNING OUTCOMES

Produce all the relevant information for a Professional Proposal

Create all materials for the proposal

Record content, distribution and marketing methods

Practice makes perfect

You need to evidence the fact you have practiced your production before making it so complete one of the tasks below.

AUDIO PRODUCT

Locate a copyright free website like Creative commons, YouTube or KPM to source and manipulate sound effects & music using professional software such as Logic Pro X. Try your hand at making an original music score using Logic Pro X and Garageband. Try making something with a recorded voice over in the studio.

Upload the finished result to sound cloud

AUDIO-VISUAL PRODUCT

Using Celtx create the first page of the dialogue / action shooting script OR the first page visual storyboard for your sequence. This must be DETAILED and include all the correct formatting, it must also not be changed when you come to make the real product.

Upload the finished result to the internet

PRINT BASED PRODUCT

Sketch out a layout of your intended product(s) - this must look professional especially if hand-drawn or you can use Photoshop but you are not permitted to use any "basic" software then create a mood board of the things you might include in the product. Sample of sketched layout pages for a print-based and graphics product must be at least one page each.

Upload the finished result to the internet

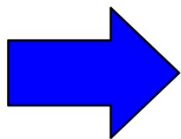
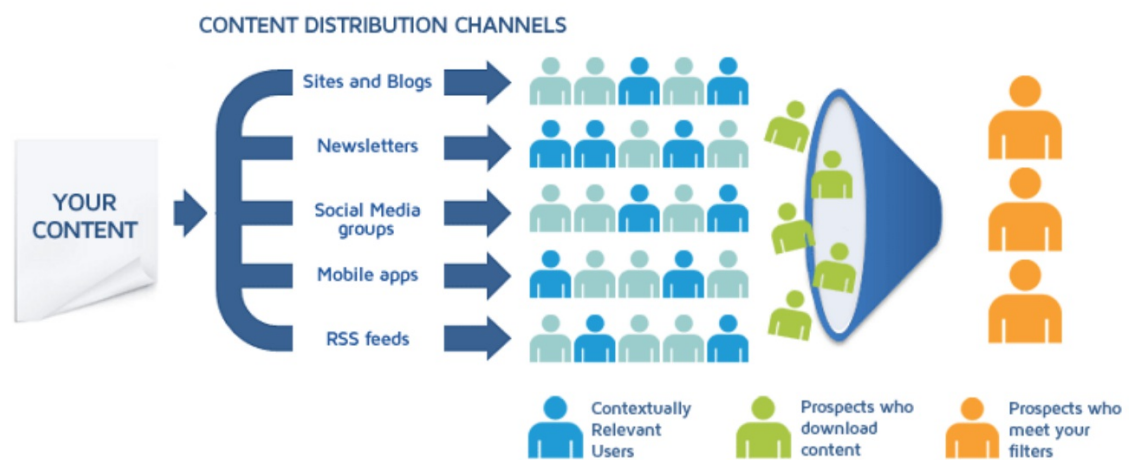


Task

Complete the next task which is called:

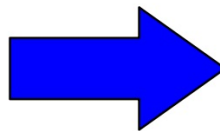
CREATE SAMPLE MATERIALS TO SUPPORT THE PROPOSAL

Post in: U3 L01



You are required to **JUSTIFY** content, distribution and marketing methods that are **REALISTIC** and **FEASIBLE** for the media product you are going to produce.

This is a more detailed response than the one in the pass criteria.



Explain what you know about your client.

Cambridgeshire County Council - Homepage
<https://www.cambridgeshire.gov.uk/>
County Council for all Cambs except Peterborough.

Travel, roads & parking

Travel roads and parking homepage.
... Gritting roads ...

Schools & learning

Details of schools, colleges, and other educational services ...

Roads and pathways

Roads and pathways. Highways
Licences and Permits - Highway ...

[More results from cambridgeshire.gov.uk »](#)

Concessionary Bus Pass

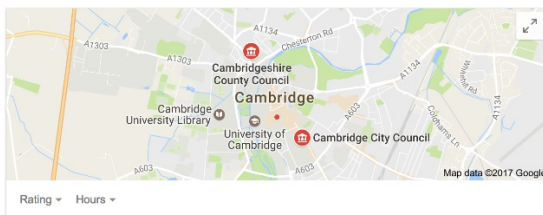
Online forms: Concessionary Bus
Pass Application. This form is ...

Children & families

Information about services and support available for children ...

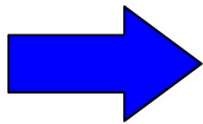
Libraries

Guide to the library services offered by Cambridgeshire ...



Simply research your client find out more about them.

**Employee's?
Regions they are responsible for?
Where you might encounter the council?
Why would they need this product?**



Explain in detail how your content will be relevant to your client.



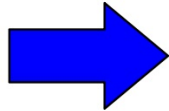
UNIVERSITY OF
CAMBRIDGE



Remember what you have been asked to produce - you must justify why your content is relevant to the client in **DETAIL**.

"I intend to use this because..."

Think **REPRESENTATION** of **PLACE**



Explain in detail how **REALISTIC** and **FEASIBLE** your content will be to make



REALISTIC

Are all the locations / people you intend to include available? Will filming be held back by anything? Is your film realistic? etc...

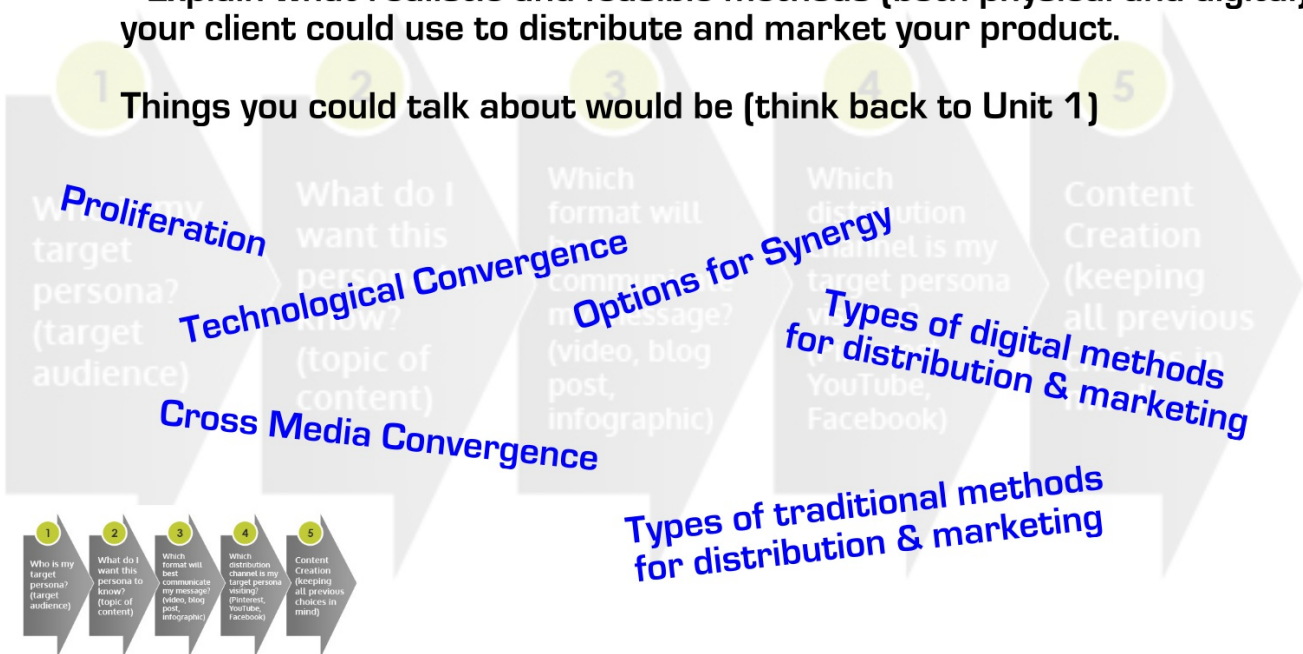
FEASIBLE

You must reflect upon your own personal skill set - do you have all the skills necessary to carry out this task professionally? If not what will you do? Do you know what will be expected of you? Do you know how to make the content you have proposed?



> Explain what realistic and feasible methods (both physical and digital) your client could use to distribute and market your product.

Things you could talk about would be (think back to Unit 1)





Task

Complete the next task which is called:

JUSTIFY CONTENT, DISTRIBUTION AND MARKETING METHODS IDENTIFIED FOR THE PLANNED PRODUCTION TO MEET A CLIENT BRIEF

Post in: U3 L01