Assignment for learners Unit 26: Application of converging technologies within a digital design proposal

Scenario

The competition is now open!

Progressive Times are a company specialising in converging technologies. They do not advertise for personnel. Instead, each year they run a competition open to students. The competition is to complete a digital product proposal for a new social media product.

**Choice 1. This could be a new way to experience the News. With more input from citizen journalism and interactive features. Combining videos with Twitter and News channel AlldayNews.**

**Choice 2. MuzicChoice who are a DAB radio station and TV Broadcaster want to invest in a new technology which allows listeners to be more interactive with its radio and TV output.**

**Choice 3: An app which works with UK music artists and clothing companies to sell clothes in a unique way. Watching interviews and music videos and buying the celeb’s outfits with a click of a button.**

This will be pitched to a panel of judges in a “Dragon’s Den” style forum. The best proposal gets the job!

You are required to produce a product proposal that shows how the product will use converging technologies in order to exploit the market that the proposal identifies.

Your proposal must include the following to impress the company’s judges:

* Research into the development of digital media technologies and how this has supported your ideas in the planning of a new product.
* Show the evolution of new media organisational cultures and the roles that have had an impact on your product proposal.
* An illustration that you understand how the legal, ethical, social and moral issues impact on your product proposal.
* The design proposal that identifies how converging technologies will be harnessed to exploit the previously identified new markets including the products, platform and its channels of distribution.
* A project outline of scope, the formats, as well as an appropriate marketing mix for your planned cross media product.  You must present your planned product proposal to the panel of judges, justifying your decisions and then gaining feedback and revising your proposal in light of this feedback. The format of the product proposal should be a treatment for an audio or audio-visual product as the product proposal itself that will be pitched to stakeholders and then any feedback and revisions.
* Introduction to the tasks:
* You need to produce a digital product proposal that will widen audience reach through the use of converging technologies which is outlined in the task detail.  As a starting point you should:  Research the developments in digital media and the technologies and how that will influence your thought processes in your own product planning. Look at the changes that have taken place in the media market and understand the roles that are required to support the content you will need for your product and how these changes in the market have provided an opportunity for your product proposal.

Describe the legal and ethical regulations that would impact on your product and how you would conform to social and moral concerns of stakeholders.

Identify the channels and platforms that you would use to distribute your product and create a project proposal document for stakeholders.

Present your planned proposal to a panel and then any feedback and revisions that have been made.

The tasks

Task 1: Carry out and evidence research into the developments of digital media technologies and how that has informed your new product

Learning Outcome 1: Be able to research the development of digital media technologies to

support the planning of a new product, is assessed in this task.

Your task is to:

Carry out research into the way the media industry has evolved and changed since the early 20th Century to present day moving into the way technologies have diversified and converged in more recent times and the implications of this. This research should show how your findings support your planning of a new product.

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| Pass  | Merit   | Distinction  |
| ⃰ P1: Explain how the digital revolution will impact on your proposal for a new product. ⃰ Synoptic assessment from Unit 6 Social media and globalisation.  | M1: Analyse the developments within digital technologies and the opportunities generated from the relationships they have created between industries.  |  |
| Evidence  |
| For this criteria you must carry out research and any research that is undertaken should be fully referenced and any industrial contacts credited. Your evidence must include: P1 A report, blog, audio-visual presentation, information sheet or a fact file with illustrations explaining how the digital revolution will impact on your new product . The evidence must relate to your product proposal and explain how this impacted on thought processes and ideas. M1 You will need to analyse the developments that have happened within digital technologies. You should write a report based on the opportunities that have been created from these developments between industrial sectors. The evidence must relate to your product proposal and explain how this impacted on thought processes and ideas.  |

Task 2: Research the organisational roles and cultures in evolving new media

Learning Outcome 2: Be able to correlate the evolution of new media organisational cultures and

roles which have impacted on the product proposal, is assessed in this task. Your task is to:

Research and review the evolution of the media industry in terms of its organisational culture and job roles and relate this to the impact these will have on your product proposal.

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| Pass  | Merit  | Distinction  |
| ⃰ P2: Explain the changing media marketplace and how this has provided the opportunity for the proposed new product. ⃰ Synoptic assessment from Unit 1 Media products and audiences.  | M1: Analyse the developments within digital technologies and the opportunities generated from the relationships they have created between industries.  | D1: Evaluate the evolution of historically large corporations to meet the challenges of a converging media market.  |
| ⃰ P3: Describe roles required to support the content within the planned proposal. ⃰ Synoptic assessment from Unit 2 Pre-Production and planning.  | M2: Compare traditional media roles with new emerging roles and the impact this has had on your product proposal.  |
| Evidence  |
| For this criteria you must carry out research and any research that is undertaken should be fully referenced and any industrial contacts credited. The evidence must include: P2 A report, blog, audio-visual presentation, information sheet or a fact file with illustrations that explains the changing market place for media and how this has provided the opportunity for your proposed new product. P3 Carrying on from the work in P1 you should describe the roles that are required to support the content within your proposal. M2 You must compare traditional media roles with new emerging roles and the the impact on your product proposal. D1 Your report, blog, audio-visual presentation, information sheet or a fact file with illustrations can continue and evaluate how historical large corporations have evolved to meet the challenges of the converging media market.  |

Task 3: Produce an illustration of how legal, ethical, social and moral issues impact on the proposal

Learning Outcome 3: Be able to illustrate how the legal, ethical, social and moral issues are

considered within the product proposal, is assessed in this task. Your task is to:

Develop, from research, an illustration of how the legal ethical social and moral issues have made an impact on the product proposal and how these have been considered at this stage of the proposal.

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| Pass  | Merit  | Distinction   |
| ⃰ P4: Describe how the proposal conforms to meet all legal and regulatory requirements. ⃰ Synoptic assessment from Unit 2 Pre-Production and planning.  |  |  |
| P5: Assess the ethical, social and moral impact your proposal could have on stakeholders.  |   |  |
| Evidence  |
| You must carry out research for this criteria Your evidence must include: P4 A report, slide presentation, information sheet commentary of audio visual material or a fact file with illustrations that describes how your proposal meets all the legal and regulatory requirements that have been researched. This may include privacy and defamation issues relating to live video. P5 This can be added to the documented evidence for P4 and you should assess how your proposal could impact on the ethical, social and moral rights of any stakeholders (this may be users, suppliers, or the company itself). The evidence must relate back to and show the impact this has had on the thought process and influences for your product proposal.  |

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| Task 4: Create a project proposal Learning Outcome 4: Be able to create a proposal using converging technologies to exploit the identified new markets, is assessed in this task. Your task is to: Create a project proposal that uses converging technologies and explains how it will exploit a new market that has been identified in the proposal. © OCR 2016 14 Model Assignment Version 1 Unit 26: Application of converging technologies within a digital design proposal Pass  | Merit   | Distinction  |
| ⃰ P6: Identify the channels and platforms to be used for the distribution of the new product. ⃰ Synoptic assessment from Unit 1 Media products and audiences.  | M3: Justify how new audiences can be targeted by the new product.   |  |
| ⃰ P7: Create a project proposal specification document for the new product. ⃰ Synoptic assessment from Unit 5 TV and short film production.  |
| Evidence  |
| You must create your proposal for your stakeholders. The format of the proposal should be a treatment for the audio or audio-visual product proposal. Your evidence must include: P6 A verbal recorded presentation identifying the channels and platforms that will be used to distribute the new product. P7 The actual project proposal specification document for the new product. M3 Within your project proposal you must justify how a new audience can be targeted by the new product.  |

Task 5: Present proposal to stakeholders

Learning Outcome 5: Be able to present a planned proposal that will widen audience reach through the use of converging technologies.

Your task is to:

Make a presentation to stakeholders of the proposal. This can be using audio visual aids if required.

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| Pass  | Merit   | Distinction  |
| ⃰ P8: Present the new product proposal to stakeholders. ⃰ Synoptic assessment from Unit 5 TV and short film production.  | M3: Justify how new audiences can be targeted by the new product.   | D2: Critically evaluate how the negative impacts of converging technology will be minimised within the proposed campaign.  |
| P9: Explain analysed feedback for project feasibility.  |
| Evidence  |
| You must present your proposal to stakeholders. Your evidence must show that you have presented your planned proposal that will widen audience through the use of converging technologies. This can be done by audio-visually recording your presentation along with any questions and feedback given as well as producing evidence in the form of a written report or presentation. Your evidence must include: P8 An audio-visual recording of your presentation of your new product proposal to stakeholders. P9 Your audio-visual recording from P8 must include the feedback given for your proposal. This should then be analysed and explained in order to respond to any feedback given from the stakeholders. D2 Within your proposal to the stakeholders you must critically evaluate how the negative impacts of converging technologies will be minimised within the campaign.  |

Evidence Checklist OCR Level 3 Cambridge Technicals in Digital Media Unit 26: Application of converging technologies within a digital design proposal

LEARNER NAME:

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| For PASS have you: (as a minimum you have to show you can meet every pass) | Tick when complete  |
| ⃰ P1: Explained how the digital revolution will impact on your proposal for a new product.  |  |
| ⃰ P2: Explained the changing media marketplace and how this has provided the opportunity for the proposed new product.  |  |
| ⃰ P3: Described roles required to support the content within the planned proposal.  |  |
| ⃰ P4: Described how the proposal conforms to meet all legal and regulatory requirements.  |  |
| P5: Assessed the ethical, social and moral impact your proposal could have on stakeholders.  |   |
| ⃰ P6: Identified the channels and platforms to be used for the distribution of the new product.  |  |
| ⃰ P7: Created a project proposal specification document for the new product.  |  |
| ⃰ P8: Presented the new product proposal to stakeholders.  |    |
| P9: Explained analysed feedback for project feasibility.  |  |
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|   | For Merit have you:  |   | Tick when completed  |
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| M1: Analysed the developments within digital technologies and the opportunities generated from the relationships they have created between industries.  |  |
| M2: Compared traditional media roles with new emerging roles and the impact this has had on your product proposal.  |  |
| M3: Justified how new audiences can be targeted by the new product.  |  |

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|   | For Distinction have you:  |   | Tick when completed  |
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| D1: Evaluated the evolution of historically large corporations to meet the challenges of a converging media market.  |  |
| D2: Critically evaluated how the negative impacts of converging technology will be minimised within the proposed campaign.  |  |