

Unit 3: Media production Brief

Teacher Guidance

The following information is provided to aid teachers' understanding of the range of media products candidates might produce in response to the Unit 3 Media Production Brief.

Candidates should be given every opportunity to choose an appropriate media format for the production of their chosen product. The two deciding factors for the candidate should be the skills taught in Unit 2 and the vocational context in which they have been set. However, teachers must assess each proposal on its merits, taking into account the skills level of the candidate and the resources available, and advise their candidates accordingly. The specification clearly states in the Assessment Evidence section on page 40:

For assessment you must hand in your pre-production, production and post-production paper work and that the product you have made in response to the brief provided...

Teachers must ensure that candidates are able to provide evidence of **their** understanding and skills in pre-production, production and post production.

The externally assessment of this unit requires candidates to produce their own media product. They may need help from their colleagues and in turn offer to help them with their media product but where this is the case, helpers must work under the direction of the candidate whose product it is.

Teachers might consider providing an opportunity for candidates to work in a small team to produce a range of media products. Each of the candidates would choose a media product to produce. This might be a video, a newsletter, a website or radio commercial produced for the project as specified in the current Unit 3 Media Production Brief. The candidates can discuss ideas, share resources, help each other with production work and cooperate in the evaluation of the final products but the final product and all associated documentation must be their own work.

Brief 1: Moving Image

Candidates should review a wide range of the moving images products to consider how they might produce their own work. This might be from existing videos, CDs, footage streamed on the internet or on DVD. The work they review should be professionally produced material as they should compare this with their own work in the evaluation stage of this unit.

Candidates might consider producing:

- A short documentary suitable for television
- A commercial suitable for television or cinema audiences
- A promotional Video, DVD
- A short 'soap opera' style television or film drama
- Footage suitable for streaming on the internet
- A video news item.

There is no limitation on the style, content or size of the moving image product but teachers should consider planning and production time when discussing this with candidates. A short, well-planned product is more likely to demonstrate the relevant skills and knowledge than a long, badly planned one.

The teacher must ensure that the audio product produced by the candidate can be easily accessed by the intended audience.

Brief 2: Audio

Candidates should review a wide range of audio products to consider how they might produce their own work. This might be from existing radio programmes or commercials, CDs or audio material streamed on the internet. The work they review should be professionally produced material as they should compare this with their own work in the evaluation stage of this unit.

Candidates might consider producing:

- A short radio documentary
- A CD with music and comment
- A short 'soap opera' style radio drama
- Audio material suitable for streaming on the internet
- A video news item.

There is no limitation on the style, content or size of the moving image product but teachers should consider planning and production time when discussing this with candidates. A short, well-planned product is more likely to demonstrate the relevant skills and knowledge than a long, badly planned one.

The teacher must ensure that the audio product produced by the candidate can be easily accessed by the intended audience.

Brief 3: Print

Candidates should review a wide range of print products to consider how they might produce their own work. This might be from newspapers or magazines, books, the internet or posters and flyers. The work they review should be professionally produced material as they should compare this with their own work in the evaluation stage of this unit.

Candidates might consider producing:

- A newspaper or magazine article (this might include photographs)

- A poster or flyers (again with photographs or images)

- A press pack with press releases and images

- A pack of materials including 'point of sale' materials for a relevant age group.

There is no limitation on the style, content or size of the print product but teachers should consider planning and production time when discussing this with candidates. A short, well-planned product is more likely to demonstrate the relevant skills and knowledge than a long, badly planned one.

The teacher must ensure that the print product produced by the candidate can be easily accessed by the intended audience.

Brief 2: Interactive Media

Candidates should review a wide range of interactive media products to consider how they might produce their own work. This might be from existing interactive media products available on CD, DVD or on the Internet. The work they review should be professionally produced material as they should compare this with their own work in the evaluation stage of this unit.

Candidates might consider producing:

- An animation, using appropriate techniques
- An interactive website
- A video game
- An interactive product suitable for streaming on the internet
- An interactive information product such as content for an information kiosk.

There is no limitation on the style, content or length of the interactive media product but teachers should consider planning and production time when discussing this with candidates. A short, well-planned product is more likely to demonstrate the relevant skills and knowledge than a long, badly planned one.

The teacher must ensure that the interactive media product produced by the candidate can be easily accessed by the intended audience.