

Pearson BTEC Level 2 Tech Award

Additional Sample Assessment Material

Controlled hours: 9 hours

Paper Reference **21154K**

Creative Media Production

Set Task: Create a media product in response to a brief

You do not need any other materials.

- This booklet contains material for the completion of the set task under supervised conditions.
- The total mark for this set task is 60.
- This booklet is specific to each series and this material must be issued only to learners who have been entered to undertake the task in the specified series.
- This set task should be undertaken as specified in the period timetabled by Pearson.
- This booklet should not be returned to Pearson.

Turn over ►

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Instructions to teachers/tutors

The set task should be completed during the 12-week assessment period timetabled by Pearson.

The 12-week assessment period comprises:

- Activities 1 and 2
- A preparatory period
- Activity 3.

The written outcomes for Activities 1 and 2 must be completed under supervised conditions with a maximum duration of **five hours**. The supervised time can be in more than one session and must be completed during the 12-week assessment period specified by Pearson. Activities 1 and 2 must be retained by the teacher/tutor. Copies of Activities 1 and 2 should be made available to the learner during the preparatory period.

Following the completion of Activities 1 and 2, learners will need to use the preparatory period to collect and generate material, footage and/or assets for the production process. The preparatory period must be within the 12-week assessment period and prior to Activity 3. This preparatory period will be supervised under low-control conditions.

Learners must produce a media product individually. However, in generating the material for Activity 3, learners may enlist the help of others to create material, for example as an actor, interviewee, model, camera assistant or boom operator.

Learners must save their work regularly and ensure that all materials can be identified as their own work.

Learners have a maximum of **four hours** to complete Activity 3. Activity 3 must be completed under supervised conditions. The supervised time can be in more than one session and must be completed during the time specified by Pearson.

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the *Instructions for Conducting External Assessments (ICEA)* document, to ensure that the supervised period is conducted correctly and that learners carry out the required activities independently.

Teachers/tutors and/or invigilators should note that they are responsible for maintaining security and for reporting issues to Pearson. In particular:

- only permitted materials for the set task can be brought into the supervised environment
- during any permitted break and at the end of the high-control session(s), materials must be kept securely and no items removed from the supervised environment
- outcomes for Activities 1 and 2 must be held securely and made available to learners for Activity 3.

Outcomes for submission

Learners should submit **three** pieces of evidence:

- Activity 1: Ideas Log
- Activity 2: Planning Material
- Activity 3: Final Media Product.

After the session, the teacher/tutor and/or invigilator must confirm that all work has been completed independently as part of the authentication submitted to Pearson.

Instructions to learners

Read the set task information carefully.

You must plan your time and submit all the required evidence at the end of each supervised period. Your centre will advise you of the timings for the supervised periods.

You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised period and must not share your work with other learners.

Outcomes for submission

You should submit **three** pieces of evidence:

- Activity 1: Ideas Log
- Activity 2: Planning Material
- Activity 3: Final Media Product.

You must complete an authentication sheet.

Set Brief

You are applying for a work experience placement at *Harmonica Media*, a media production company that specialises in media products for music enthusiasts of any age.

As part of the application process, *Harmonica Media* has asked you to produce a short media product to showcase your skills.

Your media product should:

- create impact
- include positive representations
- be entertaining
- showcase a wide range of skills.

You must create a product from **one** of the following sectors: Audio/Moving Image, Publishing or Interactive.

Audio/Moving Image sector

Produce an audio **or** moving image media product. You should:

- create a product that is 60 to 90 seconds in length
- include original recordings for an audio product or original footage for a video product
- make appropriate use of sound and/or sound effects
- use innovative editing techniques
- save the final media product in an appropriate digital format.

Publishing sector

Produce a publishing media product. You should:

- create 2 or 3 pages
- include original images and graphics
- make appropriate use of innovative page layout and design techniques
- include written content appropriate to the brief
- save the final media product in an appropriate digital format.

Interactive sector

Produce an interactive media product. You should:

- create 2 pages, screens or levels
- include original assets
- use innovative interactive features
- include appropriate navigation between pages, screens or levels
- save the final media product in an appropriate digital format.

Set Task

You must complete ALL activities within the set task.

Activity 1: Ideas Log

Carry out research to support you in generating ideas in response to the brief.

Complete an ideas log on the development of your chosen idea for a media product in response to the brief.

You must complete a log providing information on:

- your initial ideas and how your ideas will meet the brief with reference to:
 - your target audience
 - how any other media products have influenced your ideas
- the content of your idea and how it will be structured into a narrative, running order, pages or screens and how the content meets the requirements of the brief
- the style that will be used in your idea.

You will be assessed on your interpretation of the brief, development of ideas and consideration of target audience.

You have two **hours** to complete an ideas log, under supervised conditions, during the time scheduled by your teacher/tutor.

(Total for Activity 1 = 15 marks)

Activity 2: Planning Material

You must develop your ideas by producing planning material in order to visualise the content and style of your media product.

Audio/Moving Image

Produce **either** a script for your audio product **or** a storyboard for your moving image product.

The script should include:

- edits and timings
- a description of the audio
- dialogue.

The storyboard should include a key 30 seconds of your sequence:

- the visual content of the product
- details on sound
- edits and timings.

Publishing

Produce the layout and design for the pages of your publishing product.

The page layout and design should include:

- headlines and straplines
- the positioning of copy, images and any other assets
- notes on design features.

Interactive

Produce the layout and design for the pages, screens or levels of your interactive media product.

The layout and design should include:

- the positioning of text, images and any other assets
- notes on design features
- notes on interactivity, navigation, movement and sound.

You have **three hours** to produce the planning material, under supervised conditions, during the time scheduled by your teacher/tutor and/or invigilator.

(Total for Activity 2 = 15 marks)

Activity 3: Final Media Product

Use your ideas from Activity 1, planning material from Activity 2 and material, footage and/or assets that you have collected/generated to create your media product in response to the brief.

Save your product in an appropriate digital file format.

You will be assessed on the skills and techniques used in your production and on how closely your product meets the requirements of the brief.

You have a maximum of **four hours** to create your media product, under supervised conditions, during the time scheduled by your teacher/tutor.

(Total for Activity 3 = 30 marks)

(TOTAL FOR TASK = 60 MARKS)