

DEVELOPING IDEAS FOR A DIGITAL MEDIA PRODUCT

Date of Issue:	Friday 11 November
Task 1 Submission Deadline:	Friday 25 November
Task 2 Submission Deadline:	Friday 2 December
Assignment Duration (approximately)	3 weeks

Qualification	Level 2 Diploma in Creative Media Production
Unit	2: Planning and Pitching a Digital Media Product Learning Aim A
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario

You have been asked by ['Hello You Creatives'](#) to develop ideas for a video production as part of a search to find and promote new talent on their social media channels.

For this assignment you will be assessed on how well you generate ideas in both verbal and written formats as well as how well you clearly and effectively refine your concept in both a Proposal and Planning Issues documentation. You have been asked by ['Hello You Creatives'](#) to develop ideas for a video production as part of a search to find and promote new talent on their social media channels.



For this assignment you will be assessed on how well you generate ideas in both verbal and written formats as well as how well you clearly and effectively refine your concept in both a Proposal and Planning Issues documentation.

TASK 1 - Generating Ideas (2A.P1M1D1)

You will communicate more than one idea using at least two verbal, two written, and two visual methods appropriately to formulate ideas for your video project

- **Verbal** (at least two) - Peer Group Discussion, Focus Group, Discussions, Meetings, Thought Shower, Blue Sky Thinking, Interviews
- **Written** (at least two) - Initial Summary, Specific Outline, Plot Outline, Brief Synopsis, Informal proposal, Summary of ideas, Annotations, SWOT Analysis
- **Visual** (at least two) - Mood-boards, Mind maps, Storyboards, Sketching, Audio-visual presentation

Evidence will be in the form of video, audio, and documents uploaded to your Google Drive and then submitted to Google Classroom

It is then essential to select the one idea you will go on to produce and explain why you selected it.

- **Final selected idea:** Discounted ideas, Revisions, Decisions, Reasons for selection, Complete structure, Relation to the brief, Consideration of planning issues.

Evidence will be in the form of a Written OR Vlog Report uploaded to your Google Drive and then submitted to Google Classroom

Criteria covered by this task

To achieve the criteria you must show that you are able to:	Unit	Criterion Reference
Develop ideas for a digital media product using appropriate verbal and written communication methods.	2	2A.P1
Develop ideas for a digital media product using clear and effective verbal and written communication methods.	2	2A.M1
Develop creative ideas for a digital media product, using confident and accurate verbal, written and visual communication methods.	2	2A.D1
Submission Deadline:	Friday 25 November	

TASK 2 - Proposal and Planning issues (2A.P2M2D2)

You are to create a Proposal of your Final selected idea that considers the brief in terms of the who, why, what and where of how it will be produced.

- **Proposal**

- Target audience
- Purpose
- Platform

Evidence will be in the form of a Written Document uploaded to your Google Drive and then submitted to Google Classroom

When developing an idea for a music video you have to consider Planning Issues so it is crucial that you investigate the following:

- **Planning Issues**

- Logistics
- Resources
- Legal, moral and ethical issues
- Regulations and standards
- Cost

Evidence will be in the form of video, audio, and/or docs uploaded to your Google Drive and then submitted to Google Classroom

Criteria covered by this task

To achieve the criteria you must show that you are able to:	Unit	Criterion Reference
Summarise a selected idea for a digital media product which demonstrates the requirements of the brief and relevant planning issues.	2	2A.P2
Explain a selected idea for a digital media product, effectively demonstrating the requirements of the brief and relevant planning issues.	2	2A.M2
Justify the selected idea for a digital media product, comprehensively demonstrating the requirements of the brief and relevant planning issues.	2	2A.D2
Submission Deadline:	Friday 2 December	

Evidence to be submitted:

Your completed ***TASK 1 - Generating Ideas*** (two verbal, two written, and two visual methods) work and ***TASK 2 - Proposal and Planning issues (2A.P2M2D2)*** **needs to be submitted to Google Classroom.**

Sources of Information

Social Media

- Twitter - <https://twitter.com/bcotmedia>
- Facebook Group - <https://www.facebook.com/groups/854368387980359/>

Blogs

Pre-production blogs for 4 Music Video Production to serve as exemplars:

- Nic Dawson Kelly 'Old Valentine' <http://ndkmusicvideo.tumblr.com/>
- RedTails 'Brighter Place' <http://scottdhayden.wordpress.com/>
- RedTails 'Setting Sun' <http://redtailsbanduk.tumblr.com/>
- KLOQ 'Behind the Screams' <http://scottdhaydenproject.tumblr.com/>

Local Employers

- 'Hello you Creatives' are coming in to give a guest lecture and will be available online to learners for help <http://helloyoucreatives.com/>

To successfully achieve the project you must:

The assignment must be submitted by 23.59 p.m. on the date specified or on the agreed upon extension deadline. Extensions will only be permitted if you have a legitimate reason and have spoken to both your tutor and the Lead Internal Verifier who have both agreed to the extension.

Being ill will not be considered a legitimate excuse for not submitting the work on the due date, unless previously discussed with the unit lecturer and/or your tutor well before the due date.

Work presented in an assessment must be the student's own. Plagiarism is where a student copies work from another source, published or unpublished (including the work of a fellow student or of a tutor) and fails to acknowledge the influence of another's work or to attribute quotes to the author. Plagiarism is an academic offence.

Complete and sign the declaration form at the back of this assignment brief – your work will not be marked if you do not do this. The signature can be done digitally; this will be taken as you officially signing the declarations. Although we will need your handwritten signature if your work is Internally Verified or Externally Verified.

Level 1 Criteria Learning Outcome

If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.

To achieve the criteria you must show that you are able to:	Unit	Criterion Reference
Outline ideas for a brief for a digital media product, using basic verbal communication methods.	2	1A.1
Outline a selected idea for a digital media product with limited reference to the brief	2	1A.2

Date of Submission:	
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

Criteria Achieved:		
Criteria	Assessment Comments	
General Comments		

Resubmission Criteria Achieved:		
Criteria	Assessment Comments	
General Comments		

Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Resubmission			
Assessor Signature:		Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	Scott Hayden		
Issue date:	Friday 11 November	Submission date:	Friday 2 December	Submitted on:	
Programme:	Level 2 First Certificate in Creative Digital Media Production				
Unit:	2: Planning and Pitching a Digital Media Product				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
Additional comments to the Assessor:			

Learner declaration			
I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.			
Learner signature:		Date:	