

PITCH IDEAS FOR A DIGITAL MEDIA PRODUCT

Date of Issue:	Thursday 3rd December
Submission Deadline:	Thursday 14th January
Assignment Duration (approximately)	6 weeks

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

Project Overview / Scenario

Once an idea for your music video has been generated you need to pitch your idea. You will present your idea in two formats: verbal and written.

It is up to you to demonstrate communication techniques to both convey your idea and enthuse and persuade the clients from 'The Hive Business' for funding.

You will create a structured written script of your Pitch and then demonstrate your verbal communication skills through a recorded 'live' Presentation OR as a pre-record which will be presented to both your audience and clients consideration.



PITCH IDEAS FOR A DIGITAL MEDIA PRODUCT

You will communicate your music video concept to an audience with the aim being to persuade them to approve the idea. It is essential you have the following elements ready for your Pitch:

- Written Script Document
- Presentation slides
- Recorded Pitch Video (live OR pre-recorded presentation).

Evidence for this assessment criterion will come from the Written Script Document, Presentation slides, and the Recorded Pitch Video uploaded to your U2 B Google Drive folder

Covers Learning Outcome:	U2 Learning Aim B
Submission Deadline:	

Evidence to be submitted:

Your completed Written Script and Pitch **needs to be submitted to your U2 B Google Drive folder.**

(Please ensure the work is in a Digital Format eg the actual Document or Video file that you provide here)



Sources of Information

Social Media

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

Blogs

Pre-production blogs for 3 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/>

Local Employers

- Aukes Media are coming in to give a guest lecture and will be available online to learners for help <https://www.facebook.com/AukesMedia?fref=ts>

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.

Date of Submission:	Thursday 14th January
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

General Feedback Comments

If you have any questions in regard to the feedback/grade provided here see me or email me and I will clarify any issues.

Grade Achieved:	
Resubmission Grade Achieved:	

Criteria	Criteria Feedback	
Unit 2. Learning Aim B -		
2B.P3	Pitch an idea, in two formats, for a digital media product demonstrating appropriate use of verbal and written communication techniques.	
2B.M3	Pitch an idea, in two formats, for a digital media product demonstrating effective use of verbal and written communication techniques.	
2B.D3	Pitch an idea, in two formats, for a digital media product demonstrating confident and correct use of verbal and written	

	communication techniques.	
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Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	Scott Hayden		
Issue date:	Thursday 3rd December	Submission date:	Thursday 14th January	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
	2B.P3, 2B.M3, 2B.D3		
Additional comments to the Assessor:			

Learner declaration			
<p>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.</p>			
Learner signature:		Date:	

**Paste
your work
here**