


Television Advert	
Date of Issue:	Wednesday 26 th April
Submission Deadline:	Wednesday 10th May
Assignment Duration (approximately)	2 weeks

Qualification	Level 3 Diploma in Creative Media Production (Film + Television)
Unit	Unit 30: Advertisement Production for Television/ Learning Outcome 3
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario	
<p>Television Advert</p> <p>You are to begin your Viral Campaign in a traditional media form by producing a TV Advertisement for your upcoming Pilot Webisode. 'The Hive Business' and 'Hello You Creatives' will be available online to help you through production and will be judging the best work once it is submitted for their consideration.</p> <p>It is essential that you follow Ofcom and ASA regulations whilst producing an Advertisement that works within the appropriate conventions you researched in your U30 LO1 Report.</p>	

Television Advert	
<p>You will be assessed on the professionalism of your approach to the following during the production of your Television Advert:</p> <ul style="list-style-type: none"> ● Camera-work ● Sound quality ● Lighting ● Health and safety ● Editing techniques ● Quality of the finished TV Advertisement ● Following Regulations <p>Once complete your TV Advertisement needs to be uploaded to YouTube and linked to your tumblr blog</p>	 <p style="font-size: 2em; font-weight: bold; color: white; background-color: red; padding: 5px; display: inline-block;">YouTube</p>
Covers Learning Outcome:	U30 LO3
Submission Deadline:	Wednesday 10th May

Evidence to be submitted:

Completed Television Advert on YouTube and posted to your tumblr blog

(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/649921418423094/>

Blog

- The 'advertising' tag on the blog for Creative Media students at BCoT
<http://bcotmedia.tumblr.com/tagged/advertising>

Textbooks

- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book* (Pearson, 2010) ISBN 978-1846906725
- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource Pack* (Pearson, 2010) ISBN 978-1846907371

Local Employers

- The Hive Business are supporting the learners throughout the project
<http://thehivebusiness.com/>
- Hello You Creatives are also available 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.

Date of Submission:	Wednesday 10th May
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
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Unit 30. Advertisement Production for Television. Learning Outcome No. 3	
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P 3	Produce a television advertisement working within appropriate conventions and with some assistance	
M 3	Produce a television advertisement to a good technical standard showing some imagination and with only occasional assistance	
D 3	Produce a television advertisement to a technical quality that reflects near professional standards, showing creativity and flair and working independently to professional expectations	

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

Learner Assessment Submission and Declaration

Learner name:		Assessor name:	Scott Hayden		
Issue date:	Wednesday 26 th April	Submission date:	Wednesday 10 th May	Submitted on:	
Programme:	Level 3 Diploma in Creative Media Production (Film + Television)				
Unit:	30. Advertisement Production for Television				

Individual work identification for group assignments

Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	U30 LO3		

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:	
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