

Originate and Develop Ideas

Date of Issue:	Friday 17 th March
Submission Deadline:	Friday 7 th April
Assignment Duration (approximately)	3 weeks

Qualification	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)
Unit	Unit 5: Working to a Brief/ Learning Outcome 2 and Unit 30: Advertisement Production for Television/ Learning Outcome 2
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario

Originate and Develop Ideas

'Hello You Creatives' have asked you to submit pre-production for an original idea for the Webisodes: Viral Campaign project. You will use WordPress to display your work to the client before production begins.

Originate and Develop Ideas

You need to create 15 posts on your WordPress that demonstrate the development of the Viral Campaign (TV Advert/ Posters/ Teasers/ Trailers etc.) and the launch of the Pilot Webisode that it is all leading up to.

- 2.1 **Mind-mapping**
- 2.2 **Group discussion**
- 2.3 **Past and Current Practice**
- 2.4 **Storyboard/ Sketches**
- 2.5 **Proposal**
- 2.6 **Synopsis**
- 2.7 **Relevance to audience**
- 2.8 **Team members**
- 2.9 **Risk assessment**
- 2.10 **Production Schedule**
- 2.11 **Contingency**
- 2.12 **Experimentation**
- 2.13 **Location plans**
- 2.14 **Script**
- 2.15 **Target Audience**



As always, it is important that you evidence ALL your ideas and planning by posting everything to your WordPress blog using the App or browser in your Blended Learning sessions.

Covers Learning Outcome:	U5 LO2 + U30 LO2
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Evidence to be submitted:



The URL for your WordPress blog with 15 pre-production posts submitted in Google Classroom



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

- 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:

Friday 7th April

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 5. Working to a Brief. Learning Outcome No. 2		
P 2	Plan a response to a brief working within appropriate conventions and with some assistance [CT, SM]	
M 2	Plan a response to a brief competently showing some imagination and with only occasional assistance	
D 2	Plan a response to a brief to near-professional standards showing creativity and flair and working independently to professional expectations	

Criteria		Criteria Feedback
Unit 30. Advertisement Production for Television. Learning Outcome No. 2		
P 2	Originate and develop an idea for a television advertisement working within appropriate conventions and with some assistance	
M 2	Originate and develop an idea for a television advertisement showing some imagination and with only occasional assistance	
D 2	Originate and develop an idea for a television advertisement 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:	Friday 17 th March	Submission date:	Friday 7 th April	Submitted on:	
Programme:	Level 3 Diploma in Creative Media Production (Film + Television)				
Unit:	5: Working to a Brief and 30. Advertisement Production for Television				

Individual work identification for group assignments

Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	U5 LO2		
	U30 LO2		

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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