

Webisode Pilot and Viral Campaign

Date of Issue:	Wednesday 10th May
Submission Deadline:	Friday 9th June
Assignment Duration (approximately)	4 weeks

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

Project Overview / Scenario

Webisode Pilot and Viral Campaign

'Hello You Creatives' and 'Pork Chop Pictures' are looking to promote and potentially work with new and emerging talent in the creative media industry. You have a chance to show them innovative and creative approaches to promoting your own upcoming Pilot Webisode.



You will put your analysis and pre-production to use as you build an audience by using social media and a viral advertising campaign to build anticipation before the actual Pilot Webisode itself goes live on YouTube

Webisode Pilot and Viral Campaign

You are now expected to work to create your Viral Campaign and the Pilot Webisode itself

As a minimum you need to create the following:

- **Social Media**
- **Teaser clips**
- **Posters**
- **Pilot Webisode**



You will be assessed according to your professionalism, skill, creativity, and independence throughout the following:

- Applying your pre-production in your production phase
- Editing, enhancing, and arranging content
- Monitoring your own progress with reflective review posts on WordPress
- Revising your ideas to demonstrate flexibility
- Working alongside the client by dealing with difficulties, complaints, and changes to your plans



Once finished all of your Viral Campaign and the uploaded Pilot Webisode need to be shared on your tumblr blog.

Covers Learning Outcome:	U5 LO3
Submission Deadline:	Friday 9th June

Evidence to be submitted:



WORDPRESS

Social Media, Teaser Clips, Posters, and the Pilot Webisode posted to your WordPress

(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

- [Hello You Creatives](#) are available to learners for help
- [Pork Chop Pictures](#) will be supporting the learners throughout the project

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 9th June
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. 3		
P3	Apply a response to a brief working within appropriate conventions and with some assistance [CT, SM]	
M3	Apply a response to a brief competently showing some imagination and with only occasional assistance	
D3	Apply a response to a brief to 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 10th May	Submission date:	Friday 9th June	Submitted on:	
Programme:	Level 3 Diploma in Creative Media Production (Film + Television)				
Unit:	5: Working to a Brief				

Individual work identification for group assignments

Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	U5 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:	
--------------------	--	-------	--