

## Learner Declaration of Authenticity

Evaluation	
Date of Issue:	Friday 26 <sup>th</sup> May
Submission Deadline:	Friday 9 <sup>th</sup> June
Assignment Duration (approximately)	2 weeks

Qualification	Level 3 Diploma in Creative Media Production (Film + Television)
Unit	Unit 5: Working to a Brief/ Learning Outcome 4 and Unit 30: Television Advertisement Production/ Learning Outcome 4
Assessor's Name:	Scott Hayden
Student Name:	

## Project Overview / Scenario

**Evaluation**

Once the Viral Campaign and the Pilot Webisode is uploaded to YouTube, and your WordPress is completely up to date (check with your tutor), you need to critically reflect on your work as a Written Report or Vlog.

## Evaluation

You need to construct a thoughtful and reflective Written Report or Vlog of the Webisodes – Viral Campaign project including details of what you have learned and how you will improve in the future. It is crucial that you use subject terminology and include the following:

- **Constraints** eg legal, regulatory, finance
- **Management** eg time management, leadership skills, group communications, meeting brief requirements, achieving group outcomes, working to agreed timescales, what have you learnt for your FMP?
- **Feedback** eg from peers, client, audience, is it suitable for industry?
- **Conclusions** eg amendments to 'Proposal' and 'Synopsis', clarity of communication, appropriateness to audience, compared with original intentions, effectiveness of techniques, effectiveness of content, impact work, technical qualities, and aesthetic qualities



of

Once this is complete you need to turn in your Written Report or Vlog to Google Classroom.

Covers Learning Outcome:	U5 LO4 + U30 LO4
Submission Deadline:	Friday 9 <sup>th</sup> June

## Evidence to be submitted

Written or Vlog Evaluation submitted in Google Classroom

(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.WordPress.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 <http://helloyoucreatives.com/>
- [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 9 <sup>th</sup> June
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

<b>General Feedback Comments</b>
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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. 4		
P4	Comment on own work on completion of a brief with some appropriate use of subject terminology.	
M4	Explain own work on completion of a brief with reference to detailed illustrative examples and with generally correct use of subject terminology.	
D4	Critically evaluate own work on completion of a brief with reference to professional practice, and consistently using subject terminology correctly.	

Criteria		Criteria Feedback
Unit 30. Television Advertisement Production. Learning Outcome No. 4		
P4	Comment on own television advertisement production work with some appropriate use of subject terminology.	
M4	Explain own television advertisement production work with reference to detailed illustrative examples and generally correct use of subject terminology	
D4	Critically evaluate own television advertisement production work in the context of professional practice, with elucidated examples and consistently using subject terminology correctly	

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

## Learner Assessment Submission and Declaration

Learner name:		Assessor name:	<b>Scott Hayden</b>		
Issue date:	Friday 26 <sup>th</sup> May	Submission date:	Friday 9 <sup>th</sup> June	Submitted on:	
Programme:	Level 3 Diploma in Creative Media Production (Film + Television)				
Unit:	5: Working to a Brief + 30: Television Advertisement Production				

## Individual work identification for group assignments

Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	<b>U5 LO4</b>		
	<b>U30 LO4</b>		

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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