**Soham Village College Creative Media Department**

|  |  |
| --- | --- |
| **Qualification** | BTEC Level 2 Creative Media |
| **Unit number and name** | Unit 1: Research and Communication |
| **Assignment number and name** | Assignment 1.2 – Researching a specific existing media product  (P2, M2, D2) |
| **Hand out** |  |
| **Hand in Deadline** |  |
| **Assessor** | K Carson |

**Assignment Brief**

|  |
| --- |
| **Scenario** |
| **You are working as a freelance researcher for a local media company. Gather primary, secondary, qualitative and quantitative data about current smart phone and tablet media products, relating to specific products that already exist, then collate and organise your findings in an easily accessible database (using the Apple™ Address Book app on the iMacs or an Excel spreadsheet)** |

|  |
| --- |
| **Task 1.2** |
| **You will produce a planning sheet (a), evidence of research in the form of questionnaires and tally sheets (b), data analysis in the form of pie charts and bar graphs (c), and a print out of the Address Book app showing 15 or more entries which record the information trail you created.** |

|  |
| --- |
| **Grading Criteria** |
| **P2** Use appropriate research methods and techniques to carry out research into an existing media product |
| **M2** Use appropriate research methods and techniques to competently carry out research into an existing media product |
| **D3** Use appropriate research methods and techniques to skilfully carry out research into an existing media product |

|  |
| --- |
| **Resources** |
| **Textbooks**  Proctor, N, Baylis p, - *BTEC First Media level 2, Creative Media Production (2010)* (student text book)  **Websites**  [**www.consumerreports.org**](http://www.consumerreports.org)  [**www.apple.com/uk**](http://www.apple.com/uk) **(iPad and iPhone information)**  [**www.samsung.com/uk**](http://www.samsung.com/uk) **(Galaxy phone and tablet information)**  [**www.htc.com/uk**](http://www.htc.com/uk) **(HTC smart phone and tablet information)**  [**http://uk.blackberry.com**](http://uk.blackberry.com) **(Blackberry smart phone and tablet information)**  [**www.pcadvisor.com/reviews/tablet-pcs/191**](http://www.pcadvisor.com/reviews/tablet-pcs/191) **(reviews on tablets)**  [**www.android.com**](http://www.android.com) **(information on Android operating systems)** |