**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 1.4 – Researching a proposed media product  (P4, M4, D4) |
| **Hand out** |  |
| **Hand in Deadline** |  |
| **Assessor** | K Carson |

**Assignment Brief**

|  |
| --- |
| **Scenario** |
| **You are working as a freelance researcher for a local media company. You have gathered a range of primary and secondary data on a proposed media product, you have gathered this information and collated it, and now you are going to present it to a live audience.** |

|  |
| --- |
| **Task 1.3** |
| **You will deliver a short (5 minutes) presentation to a live audience explaining how you researched this proposed product – what steps did you take, etc - and discussing some of the problems you faced during your research.** |

|  |
| --- |
| **Grading Criteria for Research for Creative Media Production Unit 1/ Grading Criteria for Communication Techniques Unit 2** |
| **P4** present research results |
| **M2** competently present results with some detail |
| **D3** skilfully present results with substantial detail |
| **P2** Use software to create basic presentations |
| **M2** Use software to create competent presentations |
| **D2** Use software to create effective, well structured presentations |
| **P3** Address and interact with an audience appropriately |
| **M3** Address and interact with an audience effectively |
| **D3** Address and interact with an audience confidently |

|  |
| --- |
| **Resources** |
| **Textbooks**  Proctor, N, Baylis p, - *BTEC First Media level 2, Creative Media Production (2010)* (student text book)  **Websites**  Various appropriate sites relating to the proposed sector for which the product is being created. |