**Soham Village College Creative Media Department**

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| **Qualification** | BTEC Level 2 Creative Media |
| **Unit number and name** | Unit 1: Research and Communication |
| **Assignment number and name** | Assignment 1.4b – Researching a proposed media product(P4, M4, D4) |
| **Hand out** |  |
| **Hand in Deadline** |  |
| **Assessor** | K Carson |

**Assignment Brief**

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| **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 you have presented it to an audience. You are now required to submit a written account of your presentation using formal English (paragraphed and using appropriate grammar and punctuation)** |

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| **Task 1.3** |
| **Complete a written report on how you carried out your research, your findings, and how you presented your findings.** |

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| **Grading Criteria for Communication Techniques Unit 2** |
| **P4** Present information and ideas for media production appropriately in written format with sufficient clarity |
| **M4** Present information and ideas for media production in written format concisely and clearly |
| **D4** Present information and ideas for media production with clear and consistent clarity |

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| **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. |