**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 1.5 – Discussing a proposed media product  (P1, M1, D1) |
| **Hand out** |  |
| **Hand in Deadline** |  |
| **Assessor** | K Carson |

**Assignment Brief**

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| **Scenario** |
| **A media institution has asked a small focus group to discuss a number of proposed new media products, in order to find out which one is most financially viable.** |

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| **Task 1.5** |
| **You have researched a proposed new media product and now must discuss in a small (>4) group the pros and cons of yours and others’ products** |

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| **Grading Criteria for Communication Techniques Unit 2** |
| **P1** Communicate information and ideas in discussions about media production with sufficient clarity to be understood |
| **M1** Communicate information and ideas in discussions about media production for the most part clearly |
| **D1** Communicate information and ideas in discussions about media production confidently and with consistent clarity |

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| **Resources** |
| **Textbooks**  Proctor, N, Baylis p, - *BTEC First Media level 2, Creative Media Production (2010)* (student text book) |