



Cambridge Technicals in **DM** Summer Transition Task 2019

INTRODUCTION

Welcome to **Cambridge Technicals in DM**. This task will form part of the coursework evidence required for **Unit 3; Creating Media Products**. The task will be graded at Pass/Merit/Distinction and the expectation is that you achieve your Target Grade.

The aim of this unit is to develop knowledge and understanding of the production processes for producing one of the following media products: print-based, audio-visual, audio.

To pass Learning Objective 1 you must demonstrate you are able to create a proposal with sample materials for an original media product to a client brief. For this task you must write a **formal report** with information under all of the sections below.

The report must be properly formatted, written in your own words, include the relevant headings and a bibliography referencing all of the sources used for research. **Bold headings** are main section areas and these need a general introduction. The **bullet points are sub-sections** and each **needs a paragraph** explaining the topic.

ASSISTANCE

Refer to <https://sites.google.com/sponne.org.uk/cambtechdml3/summer-transition> for help with this task. Any other queries regarding this course, and the transition task should be sent to; amcgrory@sponne.org.uk

PRESENTING YOUR WORK

Work will **not** be accepted, unless you follow this guidance;

- Work must be **word processed** as a formal report using **Google Docs**
- Put **Unit 3 Create a Media Product** in the page header
- Put your **full name** and **candidate number** (if known) in the page footer.
- **Page 1** must be a **title page**, with the following information on;
 - Unit 3 Create a Media Product
 - Cambridge Technicals - Level 3 Digital Media (2016)
 - Full Name
 - Candidate Number
 - Sponne School 27258
- **Page 2** must be a table of contents (using the 'insert' menu)
- Main text must be no bigger than point size 12.
- The last page of your report must include a **full list** of any websites/ books you used to help you complete the tasks.
- All work **must be your own**; copy and paste from resources will result in a U grade.

To see how your completed report should look, please refer to;

<https://sites.google.com/sponne.org.uk/cambtechictl3/summer-transition>

REPORT TOPICS

“Create a proposal with sample materials for an original media product to a client brief”

Proposal Part 1

1. Explain the purpose (e.g. inform, promote, entertain, educate)

Write a paragraph explaining the purpose of the product. The product should have a real client basis, so could be something like a radio advert for a local shop, or a TV clip to promote a business. Be as detailed as possible. 5 line minimum.

2. Outline the form and genre of the media product:

*Choose **1 option** and write a description of what the structure of the product will be, how long it will last, what file format it will be, how it will be shown to other people*

- a) Audio products (e.g. radio drama, music, talk show, audio book, soundtrack, podcast, radio advertisement, original song)
- b) audio-visual products (e.g. promotional video, trailer, advert, TV programme, short film, online content, documentary)
- c) print-based and graphics products (e.g. magazine, newspaper, advertisement, film poster, billboards, information pack, leaflet, digital content, web-pop up)

3. Explain what the product will contain

Write a paragraph explaining what the product is going to have in it, try and include all elements, can be in a list format. State the reasons you have chosen each part. Be as detailed as possible. 10 line minimum.

- audio products (i.e. dialogue, music, sound effects (SFX))
- audio-visual products (i.e. mise en scène, camerawork, editing, transitions, SFX, GFX)
- print-based and graphics products, i.e. layout conventions (e.g. slug, body copy, margins, masthead, pull quotes) interview, review, images, font styles

4. Describe in detail the target audience (e.g. spending power, demographics, age, gender) and how your product will target this audience.

Write a paragraph explaining who you are aiming the product at and how the product will be designed to suit this audience. Be as detailed as possible. 5 line minimum

5. Detail the resources and personnel required for the task (e.g. software, equipment, assets, job roles and responsibilities)

Write a paragraph explaining all of the software and hardware and any people that are needed to complete this project. Like actors for a video, cameras, sound equipment, etc. Be as detailed as possible. 5 line minimum.

6. Explain the distribution and marketing methods (e.g. potential synergy and cross promotion of the media product e.g. online, TV, radio, print)

Write a paragraph explaining how you will get the product across to the audience, whether it will be sent as an email attachment, or launched on a website, or accessed through an app distributor. Be as detailed as possible. 5 line minimum.

Proposal Part 2

7. Prepare design documents of your proposals

This will require some designs documents of the product that you are going to make.

Sample materials can include:

- audio products (e.g. sample sound effects or script)
- audio-visual products (e.g. sample script or storyboard)
- print based and graphics: (e.g. sketched layout of intended product and or mood boards, plan for images selected fonts/ graphics/ colours)

These are not to be the finished product, but some working versions of the product. So they can be small files, or short clips with the basic principle of what you are going to make clearly demonstrated

Note: All proposals are subject to approval by your classroom teacher

REMINDERS

- Proof read your work as you type.
- Spell check (F7) regularly
- Make sure you have used headings and sub-headings.
- Make sure main text is no larger than point size 12.
- List all research sources in the bibliography at the end of the report.
- Avoid using Wikipedia.