

MEDIA STUDIES MDO9320Y1

INTERNAL ASSESSMENT ACTIVITY

ACHIEVEMENT STANDARD 91494 (VERSION 2) MEDIA STUDIES 3.5

Produce a design for developed media product that meets the requirements of a brief

Level 3, Internal assessment

3 credits

STUDENT INSTRUCTIONS

Overview:

This achievement standard involves producing a design for a media product that meets the requirements of a brief.

In this assessment you will be demonstrating:

- Your ability to produce a design for a media product that meets the requirements of the brief.

Conditions:

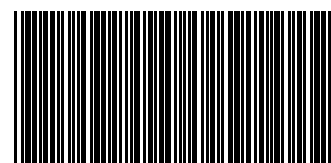
- You will have completed the activities set out within the MDO9320 module, and you will have received teacher feedback.
- You will have planned and designed an original concept and treatment for a media product that meets the requirements of the brief, and revised this based on teacher feedback.
- Plagiarism detection software may be used to check this is your own work.

You will need:

- the completed activities within the MDO9320 module, with teacher feedback
- a computer and MS Word, or Google docs, or similar
- an understanding of how production software works to create a media product.

Supervisor requirements

- Supervision is not required for this assessment.
- Upload your assessment to the MDO9320Y1 assessment dropbox when you have completed it.



ASSESSMENT CRITERIA

ACHIEVEMENT STANDARD 91494 (VERSION 2) MEDIA STUDIES 3.5

Produce a design for developed media product that meets the requirements of a brief

Achievement	Achievement with Merit	Achievement with Excellence
Produce a design for a media product that meets the requirements of a brief.	Produce a convincing design for a media product that meets the requirements of a brief.	Produce a compelling design for a media product that meets the requirements of a brief.

EXPLANATORY NOTES

1. *Produce a design* involves completing concept, treatment, and pre-production activities that demonstrate design choices that meet the requirements of a brief and show evidence of reflection and/or refinement.

Produce a convincing design involves completing concept, treatment and pre-production activities that demonstrate deliberate selection of design choices to engage an audience.

Produce a compelling design involves completing concept, treatment, and pre-production activities that demonstrate effective selection and application of design choices to command and capture audience attention.
2. A *brief* is a set of instructions identifying the requirements of the product, including the target audience, format, legal and ethical requirements, and purpose of the product.
3. A *concept* is a detailed, creative idea for a media product that typically includes reference to: target audience, purpose (message, effect on the audience), plot synopsis, characters, content elements, practicalities.
4. A *treatment* is a considered explanation of how the concept is to be realised using media conventions and technology.
5. Pre-production activities may include:

 - planning and designing for location, set, props, wardrobe
 - drafting script
 - producing storyboards, edit sheets, page dummies etc
 - test shooting, recording
 - *producing graphics, illustrations, photographs*
 - *planning and preparing questions for interviewees, guests, talent.*

ASSESSMENT ACTIVITY

MEDIA STUDIES

INSTRUCTIONS

You will produce a **concept and treatment** that demonstrates your ability to design a media product that meets the requirements of a brief.

- Ensure that you have discussed your concept and treatment with your teacher, and have had written (or otherwise recorded) feedback.
- Ensure that you have completed all 'supporting' documentation such as permission forms.
- Wait for your teacher's final feedback before you submit your final version of your design.
- The final version of your design should be completed within the MDO9320 Workbook as directed, with documents such as permission forms able to be submitted separately as PDF or JPG files.
- Include your name at the top or bottom of all documents.



Upload your completed assessment to the MDO9320Y1 assessment dropbox.