

MEDIA STUDIES MDO9380Y1

INTERNAL ASSESSMENT ACTIVITY

ACHIEVEMENT STANDARD 91495 (VERSION 2) MEDIA STUDIES 3.6

Produce a media product to meet the requirements of a brief

Level 3, Internal assessment

6 credits

STUDENT INSTRUCTIONS

Overview:

This achievement standard involves producing a media product to meet the requirements of a brief.

In this assessment you will be demonstrating:

- Your ability to produce a media product that meets the requirements of a brief. If you completed MDO9320, it is expected that you will use this design to create your media product.

Conditions:

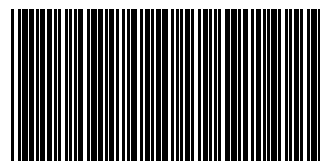
- You will have submitted MDO9320 and received a grade and/or detailed feedback,
OR
- You will have, in consultation with her teacher, created a brief for a media product, in discussion with your Media Studies teacher.
- You will have completed the activities set out within the MDO9380 module, and received teacher feedback.
- Plagiarism detection software may be used to check this is your own work.

You will need:

- the completed activities within the MDO9380 module, with teacher feedback
- a computer and suitable production software to create your media product
- Google doc access to complete your Production Log.

Supervisor requirements

- Supervision is not required for this assessment.
- Upload your assessment to the MDO9840Y1 assessment dropbox when you have completed it.



ASSESSMENT CRITERIA

ACHIEVEMENT STANDARD 91495 (VERSION 2) MEDIA STUDIES 3.6

Produce a media product to meet the requirements of a brief

Achievement	Achievement with Merit	Achievement with Excellence
Produce a media product to meet the requirements of a brief.	Produce a convincing media product to meet the requirements of a brief.	Produce a compelling media product to meet the requirements of a brief.

EXPLANATORY NOTES

- Produce a media product* involves using production technology and media conventions with control to meet the requirements of a brief. With control means conventions are applied consistently.

Produce a convincing media product involves the deliberate selection and application of production technology and media conventions to engage an audience.

Produce a compelling media product involves the effective selection and application of production technology and media conventions to command and capture audience attention
- 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.
- Media conventions* are the commonly used features specific to the product and must be appropriate to the medium, format, product and audience, eg production design, genre and narrative conventions.

ASSESSMENT ACTIVITY

MEDIA STUDIES

INSTRUCTIONS

You will complete a media product based on the design and plan you completed in MDO9380.

- Ensure that you have completed drafts (e.g. for film, a 'rough cut' or first edit) with teacher and peer feedback, and that any further edits as suggested by your teacher are also completed.
- Ensure that your Production Log is fully up to date, including right up to the date of submission, and that your teacher has the link to the Google doc.
- Wait for your teacher to give you the green light to submit the final version of your product.
- The final version of your product should be either uploaded to the dropbox, or a link created and a Word doc (with the link and any necessary passwords) uploaded to the dropbox.
- For magazine spreads, please save and submit your spread as a single PDF document.
- Include your name at the top or bottom of all documents.



Upload your completed assessment to the MDO9340Y1 assessment dropbox.