

# Unit 1: Component 3 MOCK- Creating media products



Completion date: Friday 10<sup>th</sup> December 2021

**You will learn about:**

- The requirements of a media brief
- How to develop ideas to create media products
- How to target audiences and how to engage them
- How to respond to a media brief
- Setting targets for improvement

**You will be able to**

- Respond to a brief
- Create moving image products
- Use the skills needed to create work within the production stages of a media product
- Explain how your products engage potential audiences
- Reflect on your own development

<p><b>Lesson Overview</b></p> <p>Understanding of media products, conventions, audiences and purpose</p> <p>Demonstrate knowledge of media production techniques</p> <p>Understand how to develop ideas in response to a brief</p> <p>To generate ideas in response to the brief using appropriate media language</p> <p>Develop pre-production materials in response to a brief</p> <p>Apply skills and techniques to the creation of a media produce</p> <p>Manage the production process</p> <p>Set and review targets to show development in work.</p> <p>Build a portfolio of skills evidence when creating a media product.</p>	<p><b>Key Words</b></p> <p><b>Audience-</b> are the main target audience who receive the communication directly.</p> <p><b>Brief-</b> A set of instructions given to a person about a job or task</p> <p><b>Develop-</b> Start to grow ideas for your media product</p> <p><b>Communication-</b> is the act of developing meaning among groups through the use of commonly accepted and understood signs, symbols, and conventions.</p> <p><b>Convention</b> –Conventions are the generally accepted ways of doing something.</p> <p><b>Pre-Production-</b> is the work done on a product, such as treatment/storyboard/location recce/shot list etc...</p> <p><b>Production-</b> is the process in which a product is created</p> <p><b>Post- Production-</b> is where a product is edited and brought together</p> <p><b>Review-</b> is an evaluation of the work created and how you got there</p> <p><b>Reflect-</b> is a systematic reviewing process which allows you to make links from one experience to the next, making sure you make maximum progress.</p>	
<p><b>Assessment 30% of grade</b></p> <p>You will have a portfolio of evidence that shows your development across the production stages. This will be assessed across 3 learning aims:</p> <p><b>Learning aim A-</b> develop ideas</p> <p><b>Learning aim B-</b> develop pre-production</p> <p><b>Learning aim C-</b> apply skills</p>	<p><b>Suggested reading/watch list</b></p> <p>Continue to broaden your experience of media products by exploring and looking at different media products to examine why they are successful and how they engage audiences.</p>	<p><b>Creativity Skill</b></p> <p></p> <p></p>