





Unit 2: Component 3

Media Products – Learning Aim B

Completion date: Friday 6th May

You will:

- Respond to the brief set by Pearson
- Complete 3 activities under supervised hours
Work independently throughout the supervised period
- Have a preparatory period where you will generate material
- Save your work regularly ensuring that all materials can be identified as your own work
- Submit your work by Friday 6th May

<p><u>Lesson Overview</u></p> <p>LO- to establish the requirements of the brief and define the target audience</p> <p>To research and collate findings</p> <p>To draw conclusions and summarise research findings</p> <p>To explore the chosen sector in response to the brief and generate ideas</p> <p>To understand and explain the purpose of a media product</p> <p>To consider style, themes and content in order to develop a coherent proposal</p> <p>To produce sector specific planning materials that are sufficiently detailed to enable the client to visualise the proposed product</p> <p>To manage the production process</p> <p>To combine and refine content in the post-production process</p> <p>To test and export the final product ready for distribution</p> <p>To review and reflect on the process and outcome of different media products</p>	<p><u>Key Words</u></p> <p>Brief – a set of instructions given to a person about a job or task that needs to be completed.</p> <p>Media Language- how the media use forms, codes, conventions to communicate meanings</p> <p>Mise-en-scene- the arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film.</p> <p>Narrative- the process of how something has been constructed to create a storyline and give it meaning.</p> <p>Primary Audience- are the main target audience who receive the communication directly.</p> <p>Production Process – the stages or phrases required to complete a media product, from the idea to the final product.</p> <p>Purpose- the reason for which something exists or is done, made, used, etc. an intended or desired result; end; aim; goal.</p> <p>Representation – how something has been re-presented to an audience.</p> <p>Research- is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization and analysis of information to increase understanding of a topic or issue.</p> <p>Secondary Audience- secondary audiences include anyone who may indirectly receive a copy of the communication.</p>
<p>The brief</p> <p>A copy of your brief for Component 3 is in your Showbie folder- Component 3. It has all the instructions and tasks needed to respond to this work. This is worth 40% of your overall grade.</p>	<p>Creativity Skill</p> <p> COLLABORATION</p> <p> CREATIVE RISK-TAKING</p> <p> INDEPENDENCE</p> <p> CREATIVE THINKERS AND REFLECTION</p>