

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Diploma in Creative Digital Media Production (Film and Television Production)
Unit number and title	Unit 7: Media Enterprise
Learning aim(s) (For NQF only)	A: Develop a brief for the production of a new media product or service B: Apply enterprise skills to plan the production of a new media product
Assignment title	Use enterprise skills to plan a new media product or service
Assessor	R. Agyeman
Issue date	20th September 2022
Hand in deadline	10th November 2022

Vocational Scenario or Context	CC Productions is a digital media company with a national reputation for innovation. CC Productions have decided to hold a Media Enterprise Summer Camp for media students and you have been invited. The Summer Camp is designed to encourage media students to develop and apply enterprise skills through the planning and production of a new media product or service. The Creative Director at CC Productions intends to take the best ideas forward into production and distribution nationwide. You must use your enterprise skills to generate ideas and plan the production of a new media product or service.
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Task 1	Research Portfolio Working individually, conduct primary and secondary research to allow you to generate ideas for a new digital media product or service. Compile a research and ideas portfolio to record this process. At the beginning of the research process you should consider the following questions carefully: • Why are you undertaking this research? • Who should you involve in this research, e.g. members of the target audience? • What research do you need to undertake to help you generate ideas for a new product (e.g. market research)
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	into the popularity of existing products or to identify potential gaps in the market)? - Where will the research take place and what sources are available to you? Your research portfolio will include: - the aim and context of the research - research plans - evidence of: - research into the original features and new or improved functionality offered by specific new digital media products and services - primary research - secondary research - consumer research - market research - evidence for the selection and rejection of ideas - evidence of the use of enterprise skills (e.g. self motivation, creative skills, conducting research) to generate ideas - an evaluation of how your media enterprise skills contributed to the generation and development of ideas. Brief Write a brief for the production of a new media product or service. Your brief should follow the conventional format for writing briefs and include comprehensive answers to the questions: - who is the target audience? - what are the requirements for the product/service? - why is there a need for the product/service? - where will the product/service be distributed and consumed?
Checklist of evidence required	A research portfolio in any of the following formats: - a blog - digital portfolio - physical portfolio. A witness statement from an employer regarding the application of enterprise skills.

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		A written brief.
Criteria covered by this task:		
Unit/Criteria reference	To achieve the criteria you must show that you are able to:	
7/A.D1	Evaluate the impact of media enterprise skills in researching, developing ideas and producing a comprehensive brief for the production of a new media product or service.	
7/A.M1	Produce a detailed brief for the production of a new media product or service.	
7/A.P1	Explain the research findings and enterprise skills used to generate ideas for a new media product or service.	
7/A.P2	Produce a brief that explains the requirements for the production of a new media product or service.	
Task 2		Write a statement of intention, detailing how the proposed new product or service meets the requirements of the brief and assessing its viability both in terms of resources available and potential for market success. Compile an enterprise skills portfolio to document the pre-production planning for the proposed new media product or service and the enterprise skills applied throughout the process. The portfolio should include: • sourcing and preparing materials and content • considerations appropriate to the product or sector • time management considerations • drafts, outlines and templates in an appropriate format • Written, visual and recorded oral evidence of the use of enterprise skills in the pre-production planning process • an evaluation of how your media enterprise skills contributed to the planning of a new media product or service considering skills such as using your initiative, problem solving, working independently and with others.
Checklist of evidence required		A statement of intention in a written, visual or audio-visual format. An enterprise skills portfolio, including evaluation, in any of the following formats: • a blog • digital portfolio • physical portfolio.

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	Teacher observation record of the application of enterprise skills.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
7/B.D2	Evaluate the impact of the enterprise skills used successfully to plan a media product or service.
7/B.M2	Plan effectively for the production of a product or service, analysing its viability and the resources required.
7/B/M3	Produce an enterprise portfolio to detail the application of enterprise skills in effectively planning the production of a new media product or service.
7/B.P3	Plan appropriately for the production of a product or service, explaining how it will meet the requirements of the brief.
7/B.P4	Produce an enterprise portfolio to explain how enterprise skills are used to appropriately plan the production of a new media product or service.

Sources of information to support you with this Assignment	Books Cottrell S – Skills for Success: Personal Development and Employability (Palgrave Macmillan, 2015) ISBN 978-1137426529 Roberts-Breslin J – Making Media: Foundations of Sound and Image Production (Focal Press, 2011) ISBN 978-0240815275 Landa R – Advertising by Design: Generating and Designing Creative Ideas Across Media (John Wiley & Sons, 2010) ISBN 978-0470362686 Dewdney A & Ride P – The Digital Media Handbook (Routledge, 2013) ISBN 978-0415699914 Friedmann A – Writing for Visual Media (Focal Press, 2014) ISBN 978-0415815857 Websites www.skillsexpress.net - an interactive website covering enterprise and employability skills www.bbc.co.uk/writersroom - website for the BBC's Writer's Room with ideas and resources for television and radio products
Other assessment materials attached to this Assignment Brief	Note to assessor

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