

COMPONENT 3: CREATE A MEDIA PRODUCT IN RESPONSE TO A BRIEF

Learning Aim A Understand how to develop ideas in response to a brief

| A1 Responding to a brief | A2 Generating ideas |
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| <p>Requirements of the brief</p> <ul style="list-style-type: none"> • The client • Type of company • Market or field • Competitor • Aim and purpose of brief <p>Target Audience</p> <ul style="list-style-type: none"> • Age • Gender • Location • Income • Lifestyle choices <p>Researching Similar Products</p> <ul style="list-style-type: none"> • Mainstream • Niche • Generic • Unconventional | <p>Print Products</p> <ul style="list-style-type: none"> • Magazine • Brochure • newspaper • Leaflet <p>Content</p> <ul style="list-style-type: none"> • Structure • Storyline • Pages • Features • Articles <p>Style and Design</p> <ul style="list-style-type: none"> • Style • Mise en Scene • Tone • Mode of address • House style |

Learning Aim B Develop planning materials in response to a brief

| B1 Planning materials | B2 Managing the production process |
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| <p>Page Layout and Design</p> <ul style="list-style-type: none"> • Conventions • Thumbnails • Sketches • Positioning • Assets • Features • Content • Columns • White space • Colours • Fonts | <p>Time Management</p> <ul style="list-style-type: none"> • Schedules • Deadlines • Contingency plans <p>Copyright and Permissions</p> <ul style="list-style-type: none"> • Secondary assets • Creative commons • Royalty free • Public domain |

COMPONENT 3: CREATE A MEDIA PRODUCT IN RESPONSE TO A BRIEF

Learning Aim C Apply media production skills and techniques to the creation of a media product

C1 Monitor and review the outcomes of the production process

- Monitoring outcomes to identify strengths and potential areas for improvement.
- Making refinements to the media product to improve the outcome.

C3 Combining and refining content

- Software, e.g. graphics or image manipulation, desktop publishing
- Techniques, e.g. alignment, formatting text and images, use of colour
- Stylistic codes, e.g. layout and design principles, typography, image editing.

C2 Production skills and techniques

- Equipment and software, e.g. digital cameras, vector drawing tools and packages, image editing and manipulation tools and packages, game authoring software
- Techniques, e.g. composition, cropping, resizing, image adjustments, image manipulation, image quality, preparing assets.
- Creating copy, e.g. speak to the reader, use facts and statistics, check sources, organisation of content and ideas, short paragraphs, repetition, proofreading.

C4 Testing and exporting for distribution

- Testing: usability testing, functionality testing.
- Compressing: rendering audio and video, file optimisation.
- Exporting in appropriate file formats for the chosen distribution platform.

C5 Technical records

- Use of software and equipment.
- Creation and manipulation of assets.
- Construction of work and outcomes