

Creative and Media

CAM2U5

Unit 5 Developing a creative response

Specimen Brief

To be opened and issued to candidates on: (date)

To be submitted for external assessment by: (date)

Instructions

- Read the brief carefully. Before you start make sure you understand the requirements of the brief and the range of evidence that you have to submit.
- You are allowed 20 hours to produce your response to this brief under supervised conditions.
- The work submitted must be your own unaided work.
- The work submitted must contain evidence of combining at least two disciplines.

Information

- The maximum mark for this unit is 48.
- All the work submitted will be marked.

Advice

- You should discuss the requirements of the brief with your teacher/tutor before you start.
- You should also discuss with your teacher/tutor access to resources, materials and technical support before you start to produce your final response.
- You should pay particular attention to the identification of your target audience and, where appropriate, your client.

Promoting your locality

A public relations company has been given the job of improving the image of the area in which you live. The intention is both to encourage local people to take pride in the area as well as raising its profile in the rest of the country.

The company are looking to find opportunities for highlighting the positive aspects of living in the local area. They want to put together a publicity campaign that will appeal to both the local audience and a national one and to people of all ages. They have enlisted your help and want you to make a contribution to this project.

Brief:

You are asked to contribute by developing an appropriate creative outcome.

Your individual contribution must cover **at least two** disciplines.

Your final selection of creative outcome will be viewed by the company who will decide if it is suitable for the campaign. This is a competitive environment and the company has set a time limit for each application. Because of the time limit the evidence must be carefully selected to showcase the strongest features of your submissions. To this end, any time-based record of an event or performance should last **no longer than three minutes**.

You should use the skills you have developed on your Creative and Media Diploma course. Your contribution must cover **at least two** of the disciplines.

You may work either individually or in a group of **no more than four** to create your response to the brief. Where you work in a group your individual contribution needs to be clear and you will be assessed on your individual contribution.

You are expected to establish and maintain professional working practices. This means that you must plan carefully and keep appropriate records of the entire process.

In order to complete the brief the following must be completed by **(date)**:

CHECKLIST		
1	The research you have undertaken to explore different ways of approaching this brief.	
2	An account of the range of ideas you have explored.	
3	How you developed your ideas into an action plan to meet the needs of the client and the audience.	
4	A proposal of the chosen ideas.	
5	Planning and preparatory work that you have undertaken, including a production schedule outlining appropriate resource needs.	
6	A preliminary presentation of your creative outcome, combining at least two disciplines to either the client or the target audience.	
7	A review of your own contribution in light of feedback.	

This is an extract from the specification showing how you will be assessed.

Evidence requirements

The learner must produce evidence of achievement of the assessment criteria. In the assignment, the learner will produce:

- 1 a proposal of ideas for responding to the client brief, giving reasons for their recommendations
- 2 a production schedule for developing the creative outcome, using two disciplines, including resources required
- 3 a presentation of the creative outcome to the target audience, with a record of feedback received
- 4 a report evaluating their performance, the creative outcome and the presentation, in light of feedback from the client or audience, with suggestions for revision and improvement.

Assessment criteria

Assessment criteria topic	Subtopic	Marks
1 Explore alternative solutions to address an industry brief	1.1 Research and develop ideas for responding to the client brief	6
	1.2 Create a proposal of the best ideas, giving reasons for recommendations, and agree a commission for the creative input with the client	6
2 Develop a production plan and generate a creative outcome	2.1 Draw up a production schedule including appropriate resources needed	6
	2.2 Produce a creative outcome according to the plan, combining at least two disciplines	9
	2.3 Present the creative outcome to the target audience, seeking their critical feedback, and make appropriate modifications to the creative outcome in light of feedback	9
3 Review their performance, the creative outcome, and the presentation in light of feedback	3.1 Review the creative outcome and presentation in light of feedback, including fitness for purpose, identifying opportunities for further development	6
	3.2 Review their own performance, including any constraints they faced and how these were overcome	6
Total		48