



# Creative and Media

# CAM3U2

## Unit 2 Exploring professional creativity

# Specimen Brief and Further Guidance

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 30 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 60.
- 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.

### **Careers Exhibition**

Your local Careers Advisory Service is concerned to ensure that students in schools and colleges are able to make informed decisions about the vocational courses they may wish to follow. Their concern is that these young people might not be as fully aware as they should be of what is likely to be involved in particular careers. In order to help them and their parents make the right decision about which course to follow, the service are planning to hold a week long exhibition in your school/college to help young people throughout the district to make more informed choices.

#### **Brief:**

You have been asked to help with the preparation for this Careers Exhibition.

Your brief is to research into a particular aspect of the Creative and Media industries by investigating closely **one or more** local organisations in this sector. You will then use your findings to produce a presentation or promotion suitable for your target group.

The Advisory Careers Service wants the presentation of your findings rooted in the realities of working in this sector. You need to engage an audience of students between the ages of 13 and 18 - and their parents. In order to complete this brief you will need to produce ideas that combine **at least two disciplines** which will appeal to your target group. Creative outcomes suitable for this event might include: radio feature; short documentary; publicity and photographic exhibition; vox pop video etc.

It is also important that you conduct primary and secondary research in order to complete your investigation.

#### **What you need to do**

**Research** the Creative and Media industries by investigating closely one or more local organisations operating in this sector. This should include:

- Job roles with particular focus on **two** practitioners
- Structure and how different areas of responsibility are distributed
- Examples of creative activities of the organisation(s)
- Any legal or ethical constraints on the organisation(s)
- Career and training pathways.

**Present** the findings of your research to a specified audience in response to the brief.

- You must combine **two different disciplines** to complete your presentation.
- The presentation should engage your audience for approximately **six** minutes.
- It must be suitable for the specified audience, so think carefully about both content and format.

- Once completed it needs to be tested on members of your target audience and their feedback recorded carefully. You will need to devise suitable methods of gaining audience feedback.
- It must be recorded using an appropriate format.

**Review** and evaluate your research and presentation. This should include the following:

- The research methods used and the key findings from your research.
- Your final presentation and audience responses.
- Any changes you would like to make in the light of your audience feedback.

## Further Guidance

### *Careers Exhibition*

30 hours have been made available for the completion of this brief under supervised conditions.

A key focus for this unit is the Creative and Media sector and you are required to use and build on learning experiences gained during work placements visit and workshops.

These will have given you opportunities to develop an understanding of industrial practices and protocols. You are allowed to work individually, in pairs or in small groups. However, it is important that all students provide evidence of their individual development and creativity throughout all stages.

#### **Research: 24 marks**

You need to investigate **two** job roles within the Creative and Media sector. This means that you will need to show evidence of both primary and secondary research. Working closely with an organisation could allow you to interview key members of staff, work shadow, conduct surveys, sit in on meetings etc. These are all examples of valuable primary research. You could also decide to expand your research by referring to another organisation or secondary resources which can be found on the internet, in careers libraries etc. Remember that you will need to report back on your findings so it is important that you keep careful records of all research undertaken.

#### **Presentation: 24 marks**

This stage focuses on the presentation - your creative outcome for which you are required to combine **at least two** disciplines and which should represent **six** minutes worth of experience for your audience. This might include examples of performance, photographs, posters, scripts or video footage. For this you will be marked equally on the content and the presentation style/format. You will need to ensure that both are suitable for the specified target audience.

#### **Review and evaluation: 12 marks**

For this final section you are required to review and evaluate the research undertaken and the creative outcome. In order to do this you will need to use feedback from members of the target audience and, of course, fellow students on the course. It is important that you use a variety of methods to collect feedback and that this informs your self-assessment. It is important that you provide evidence of your learning throughout the process and show how this might impact on future decision making.

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 report of their investigation into **at least two** creative practitioners, from one or more Creative and Media organisations, using primary and secondary sources of information, including an evaluation of their research findings
- 2 a presentation combining **two** different disciplines given to a specified audience, responding to an externally set brief and making reference to the learner's investigations and research findings
- 3 a report including a brief summary of their investigations, a review and evaluation of the fitness for purpose of their presentation in light of audience feedback, and suggestions for improvements to their presentation.

### Assessment criteria

| Assessment criteria topic  | Subtopic  | Marks     |
|--|---|-----------|
| 1 Research into structures and job roles in the Creative and Media Industry  | 1.1 Research into structures and job roles  | 12        |
|  | 1.2 Collation, summary and evaluation of research findings  | 12        |
| 2 Present an evaluation of roles and organisations within the Creative and Media industries, to a specified audience, in response to a brief | 2.1 Presentation content – evaluation of job roles and structures in response to the set brief, with reference to research findings | 12        |
|  | 2.2 Presentation style and format, including appropriate use of <b>two</b> disciplines, and suitability for the specified audience  | 12        |
| 3 Review and evaluate their research and presentation  | 3.1 Review and evaluation of research and recording methods, presentation and use of <b>two</b> disciplines chosen                  | 6         |
|  | 3.2 Review and evaluation of audience feedback and suggestions for improvement  | 6         |
|  | <b>Total</b>  | <b>60</b> |