

Creative and Media

CAM3U3

Unit 3 Realising 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.

Culturewatch

A cable television company within your region has decided that it wants to pilot a programme that highlights the arts and media events and issues that are taking place where you live. The working title for the programme, which if successful will become an hour long weekly series, is *Culturewatch*.

The programme makers are aware of the exciting developments that are taking place on the new Creative and Media Diploma and want to tap into the creative energy and ideas from the course to help get the programme launched.

Your school/college has been asked by the company to act as a client to commission on their behalf a number of items that could be included in the pilot edition of the show. This might include making part of the show or being involved in an event or performance that could be included as part of the programme.

Brief:

You have been asked to submit a proposal which outlines possible ideas and a plan of action/production schedule. You will submit these along with examples of work which might include possible promotional materials for the company to demonstrate how this can best be achieved. You will undertake research to explore possible ways of tackling this brief and will use the findings of this research to develop an action plan/production schedule which meets the needs of your client and audience. In order to help you in this process, your teacher has been invited to act as an intermediary by acting as your client on behalf of the cable television company.

What you need to do

Develop ideas and an action plan/production schedule. You will need to:

- Explore and select from a range of ideas
- Consult with a client
- Complete an action plan/production schedule

Produce a creative outcome, combining **at least two** disciplines. You will need to:

- Experiment with production techniques
- Work with a range of appropriate materials, technologies and resources
- Maintain ongoing liaison with the client
- Complete a creative outcome which lasts approximately **six** minutes and which combines **at least two** disciplines.

Present and **review** the creative outcome and production process. You will need to:

- Present your creative outcome to the specified audience
- Devise suitable methods of gathering and evaluating feedback from the client and the audience
- Complete an evaluation of the production process and the creative outcome
- Provide suggestions for how these might be improved.

Further Guidance

Culturewatch

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

A key focus for this unit is designing and producing a creative outcome, demonstrating all decision making and design ideas undertaken during the planning and production process. Where appropriate you will need to demonstrate 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.

Development of ideas and an action plan: 15 marks

It is a requirement that you explore initial ideas in response to the externally set brief. You are further required to discuss your ideas with your client and, on the basis of that discussion, to produce an action plan/production schedule. This is a very important stage of the production process which you will need to document. For example you will be making initial decisions here about materials and equipment you will need and you will also need to decide how best to present your work. Remember that ongoing consultation with your client will help you throughout the completion of all stages of the brief.

Production of a creative outcome: 30 marks (12 marks pre-production: 18 marks creative outcome)

It is important that you record all your initial planning and design work leading up to the completed creative outcome. For example, this could include photographs, sketches, scripts or sound recordings. Again, you will need to decide how to present this work to your client and how to record the choices you have made. The creative outcome itself must meet the needs of the brief, be a result of the planning work and combine **at least two** disciplines.

Presentation and review: 15 marks

For this final section you are required to review and evaluate the creative outcome and the production process. In order to do this you will need to create opportunities to gather feedback from the client and members of the target audience and, of course, fellow students on the course. It is important that you use appropriate methods to collect feedback and that this informs your self assessment. Remember that you need to clearly define suggestions for improvement in the light of feedback from your client and audience.

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 record of the development of ideas in response to the brief, together with liaison with the client and target audience
- 2 an action plan/production schedule for the production of a creative outcome, combining two disciplines
- 3 a presentation of the creative outcome to the client and specified audience
- 4 a review of the creative outcome and presentation in light of feedback from client and audience, with suggestions for improvement.

Assessment criteria

Assessment criteria topic	Subtopic	Marks
1 Development of ideas and an action plan in response to a brief	1.1 Explore, develop and record ideas, including liaison with the client	6
	1.2 Produce an agreed action plan/production schedule to the requirements of the brief	9
2 Production of a creative outcome, combining two disciplines, from conception to realisation	2.1 Undertake pre-production planning, and selection of appropriate technologies, techniques and materials	12
	2.2 Create and deliver the creative outcome, combining at least two disciplines, according to plan, maintaining liaison with the client	18
3 Presentation and review of the creative outcome and production process	3.1 Present the completed creative outcome to a specified audience, and gain audience feedback	6
	3.2 Review and evaluate the creative outcome, process, and feedback from client and audience, with suggestions for improvements	9
	Total	60