Pearson BTEC Level 2 Diploma

Digital Audio Visual Production/ Digital Media Production/ Digital Games Production/
Unit 5/6: Digital Production Project

Summer 2018
Supervised Assessment window: Centres may choose
Supervised Assessment Period: 20 hours

Paper Reference
21250K

You do not need any other materials.

Instructions

- This booklet contains material for the completion of the set task under supervised conditions. The set task is out of 72 marks.
- This booklet is specific to each series and this material must be issued only to learners who have been entered to undertake the task in the specified series.
- This booklet may be given to learners as soon as it is received, so that learners can start the research and preparatory period in advance of the final supervised assessment period.
- The supervised assessment should be taken at any time within a period specified by Pearson.

Turn over ▶

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Pearson

Instructions to Teachers/Tutors and/or Invigilators

The set task will be released in January each year with the supervised assessment undertaken before the submission date specified by Pearson. Learners are required to develop a digital media product in response to a client brief.

There are **three** stages of development that need to be completed **prior** to the supervised period of assessment. It is recommended that learners spend approximately:

- 8 hours on research
- 8 hours on a proposal
- 15 hours using skills and techniques to develop a media product.

Learners will need to complete the majority of these stages within the studio/classroom environment where they will have access to specialist equipment and resources. This will allow teachers/tutors to monitor learner activity and progress to ensure that all work produced can be authenticated.

Learners will undertake a set task comprising 20 hours of formal supervised assessment. This is made up of:

During the formal assessment period:

- 15 hours shaping/refining the final product under informal supervision
- 5 hours to select work and create a digital folder of evidence under formal supervision

During the 15 hours of informal supervision for shaping/refining the final product:

- the majority of the work must be produced in the supervised environment
- work and resources can be brought in and out of the supervised environment, but these must be monitored so the learners final product can be authenticated.

During the 5 hours of formal supervision for producing the digital portfolio:

- all work must be produced in the supervised environment
- only permitted materials for the set task can be brought into the supervised environment
- during any permitted break and at the end of each session materials must be kept securely and no items removed from the supervised environment
- there should be no internet access available.

At the end of the 20 supervised hours the teacher/ tutor and/or invigilator will confirm that all learner work was completed independently as part of the authentication submitted to Pearson. All learner work for the set task must be completed independently. Learners must save and/or document their work regularly and ensure that all materials can be identified as their work.

The set task is a formal external assessment and must be conducted with reference to the instructions in this booklet and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document to ensure that the supervised period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

Teachers/Tutors and/or invigilators are responsible for maintaining security and for reporting issues to Pearson.

Centres are free to arrange the supervised period how they wish, provided it is within the timetabled period specified by Pearson and the 5 hours for producing the digital portfolio are under the level of control specified, and in accordance with the conduct procedures.

Outcomes for submission

Each learner will need to submit **two** folders on completion of the supervised assessment period.

- A digital folder documenting research and development of ideas. This must include up to 20 pages of annotated visual content saved as a PDF. They can also include up to 3 minutes of audio and/or 3 minutes of video.
- A final media product presented in a format appropriate to the sector.

All digital outcomes for individual briefs should be saved in file types specified by Pearson in the Admin Support Guide.

The final submissions must be checked/tested for functionality on a standalone machine separate from the centre's network.

Each learner must complete an authentication sheet.

Instructions for Learners

Read the set task information carefully.

You must plan your time on each task and submit all the required evidence at the end of the assessment period. It is recommended you spend 31 hours to research, prepare a proposal and develop your design work.

You will undertake a set task comprising 20 hours of formal supervised assessment. This is made up of:

- 15 hours shaping/refining the final product under informal supervision
- 5 hours to select work and create a digital folder of evidence under formal supervision.

You must not work as part of a group. You must create your own individual product in response to one of the five briefs. However, during the preparatory period you may enlist the help of others to create material, for example as an interviewee, a model, in an acting role or in a technical capacity such as a camera assistant or boom operator.

Your supervised activities must be completed in timetabled sessions provided by your centre.

Outcomes for submission

You will need to submit **two** folders on completion of the supervised assessment period.

- A digital folder documenting research and development of ideas. This must include up to 20 pages of annotated visual content saved as a PDF. This should include up to: 20 pages of annotated visual content saved as a PDF, 3 minutes of audio and/or 3 minutes of video.
- A final media product presented in a format appropriate to the sector.

All digital outcomes for individual briefs should be saved in file types specified by Pearson in the Admin Support Guide.

The final submissions must be checked/tested for functionality.

You must complete an authentication sheet.

Set Task information

Client Brief

SkillUp is a work-based learning provider. It provides apprenticeships to students in Further Education across the UK. SkillUp has recently launched a campaign to encourage teenagers aged 16–19 to attend National Apprenticeship Week and to visit its stand, where they can meet the apprenticeship team and learn more about what SkillUp has to offer.

SkillUp wants visitors to the stand to have an engaging, interactive experience. SkillUp wants you to produce materials for inclusion in its displays. The company wants students to realise that they can gain valuable work skills and life skills by taking part in its programmes and that they can 'earn while they learn'.

SkillUp has asked you to research, develop and create a media product that will promote its apprenticeships. Your product must show the wide range of work placements available and the benefits of employer engagement. SkillUp wants you to produce innovative materials that the target audience can relate to, but it also wants to ensure that its company image remains professional.

SkillUp wants you to incorporate existing branding, such as logos that relate to the National Apprenticeship Scheme. SkillUp wants you to include some original ideas for the branding of the company. SkillUp also wants you to incorporate existing branding, such as logos that relate to the National Apprenticeship Scheme and incorporate the slogan 'Earn while you Learn'.

You must choose which medium you will use to create your product. You may choose ONE brief from the following.

You are recommended to choose a brief suitable for your chosen area of study. If you are studying:

- digital audio/visual production, choose briefs 1 or 2
- digital media production, choose briefs 3 or 4
- digital games production, choose brief 5.

Brief 1: Moving Image

Create and produce a promotional video to be included in the display. Your video should last between 2 and 3 minutes. The content and style of the video must keep the target audience interested. Save your video in .mp4 format.

Brief 2: Audio

Create and produce a promotional podcast lasting between 2 and 3 minutes to be included within the stand at 'listening stations'. The content and style of the podcast must keep the target audience interested. Save your podcast in .mp3 format.

Brief 3: Digital Publishing

Produce a front cover and double page spread to be included within a promotional brochure, that will be available to view at the stand on screens/tablets. The content and style of the brochure must keep the target audience interested. Save your brochure in an appropriate file format.
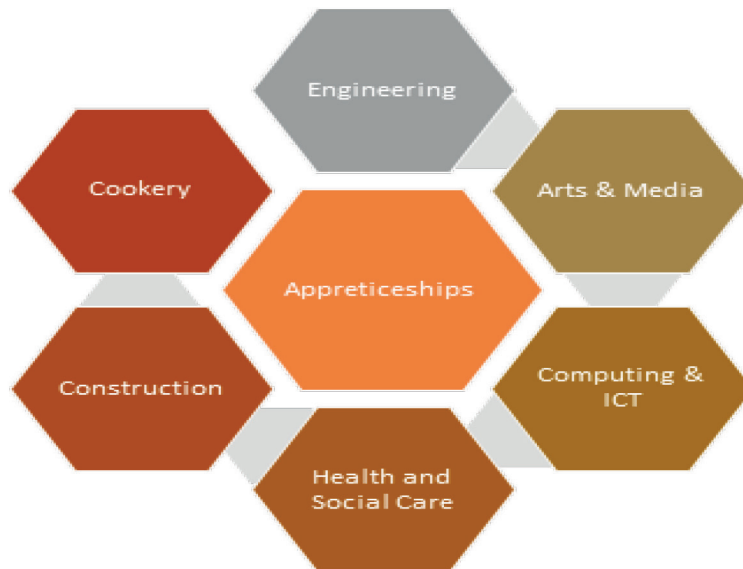
Brief 4: Interactive

Produce a home page and one linked page for a website that will be displayed on screens/tablets as part of the stand. The website should promote SkillUp and the content and style must keep the target audience interested. Save your web pages in .html format.

Brief 5: Digital Game

Produce a playable game demo to be played at the stand with the intention of creating a 'buzz' and focusing on how students can 'SkillUp'. The content and style of the game must keep the target audience interested. Your digital game should be saved in .exe format or a suitable alternative.

SkillUp has provided some further information for you which should help you with your planning and provide inspiration for your production work.

Apprenticeships
National Apprenticeship Week
5 to 9 March 2018

Engineering

Cookery

Arts & Media

Appreticeships

Construction

Computing & ICT

Health and Social Care

Useful links:

www.displaywizard.co.uk/how-to-create-an-irresistible-trade-show-stand/
https://blog.purplefrog.co.uk/21-clever-exhibition-ideas-to-get-more-people-to-your-stand

Development stages

You must complete three stages of development prior to the supervised period of assessment.

Research

Carry out research into the client brief, aspects of the stimulus material, the target audience and existing media products. You will need to collect and record evidence for your digital folder. It is recommended that you spend 8 hours on your research.

Proposal

Prepare a proposal for your project that communicates your initial ideas. You will need to collect and record evidence for your digital folder. It is recommended that you spend 8 hours on your proposal.

Development of work

Develop a digital media product in response to your chosen brief. You will need to collect and record evidence for your digital folder. It is recommended that you spend 15 hours developing your work.

Set Task

Part 1 – Media Product

This part of the set task must be completed in 15 hours of formal supervised assessment.

During this part of the set task, you are permitted to bring work in, but not out, of the supervised environment. Any work brought in will be monitored by your teacher/tutor to ensure the work is your own.

You must produce a final product in response to your chosen brief. It is recommended that you spend 15 hours on creating your final product.

All digital outcomes for individual briefs should be saved in file types specified by Pearson in the Admin Support Guide. This will be submitted in a separate digital folder to the development evidence.

Part 2 – Digital folder of evidence

This part of the set task must be completed in 5 hours of formal supervised assessment.

You must select, organise and present material to create your digital folder of evidence in 5 hours under supervised conditions.

Your digital portfolio should include a maximum of 20 pages of annotated visual content saved as a PDF. You can also include up to 3 minutes of audio and/or 3 minutes of video.

How you will be assessed

You should consider the following when completing your digital portfolio for submission.

Research will be assessed on:

- your understanding of the brief
- how you link your research to the brief
- how you link your research to the audience and existing products.

(Total for research = 12 marks)

The proposal will be assessed on:

- the suitability of your ideas
- how effectively you have conveyed the content and style of the proposed idea
- your understanding of the technical aspects of the proposal
- how well you have met the conventions of a written proposal for a media product.

(Total for proposal = 12 marks)

Development of work will be assessed on:

- your selection and use of equipment and technology
- your use of production processes, skills and techniques
- your ability to refine and shape the content for the media product
- the creative decisions you have made in creating and shaping your media product.

(Total for development of work = 24 marks)

Final product and digital folder of evidence will be assessed on:

- the technical quality of your product and how effectively your product functions
- the application of media production skills, techniques and processes in the creation of the final product
- how well your product relates to the brief
- how effectively your product is presented for distribution/exhibition
- the selection and organisation of materials for your digital folder.

(Total for final product and digital folder of evidence = 24 marks)

TOTAL FOR UNIT = 72 MARKS