

Tuesday 15 January 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

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Context

BassTime Radio is a small radio station specialising in promoting up and coming R&B and Grime artists. BassTime Radio's listenership has doubled, and they would like to rebrand their website by updating the written copy, logo and social media icons. BassTime Radio also want to produce a new jingle to combine with the new website to try to create a successful brand identity that is easily recognisable. BassTime Radio would therefore like to recruit an intern for three months who will produce the re-branding material. BassTime Radio have offered you the internship.

BassTime Radio have three main members of staff:

- Claude – loves R&B music and is the main presenter on the radio shows. Claude is an experienced music technologist who has a wide knowledge of Grime artists and what their multicultural audiences like. He has a degree in journalism so he also writes the scripts for the radio shows and any advertising copy.
- Shava – is the researcher and talent scout. She is responsible for finding the music to play on the radio shows and interviewing artists who want to showcase their talent. Shava also works with local companies to gain sponsorship for the radio station.
- Simon – is the outdoor broadcast specialist. He has a degree in radio production and records all live gigs that he then edits before they are broadcast.

Product Brief

BassTime Radio is becoming a very popular radio station and they want to ensure that the re-branding and design fully reflects the ethos, passion and genre of the station. They would like the designs, final website and jingle to be engaging, memorable and encourage companies to sponsor and advertise with them.

Both the logo and website should include the station name and have a distinct house style.

The website should look modern, be easy to navigate and have information about the type of artists that BassTime Radio play. Live streaming of the radio shows will also be available from the website.

The target audience age demographic of the station is 16-35 years old, and the music they play targets a multicultural audience in the C1C2DE social grade demographic.

BassTime Radio would like the re-branding, website and jingle finished within three months. This means that pre-production work will need to start as soon as you arrive on the first day.

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