

# BTEC LEVEL 2 CREATIVE DIGITAL MEDIA PRODUCTION



YEAR 11: TERM 1

T1: Unit 2 - Planning and Pitching a Digital Media Product

WHAT is meant by the term 'target audience'?

WHO is the target audience to which you will target your Media Product..?

WHY will you make this Media Product?...?

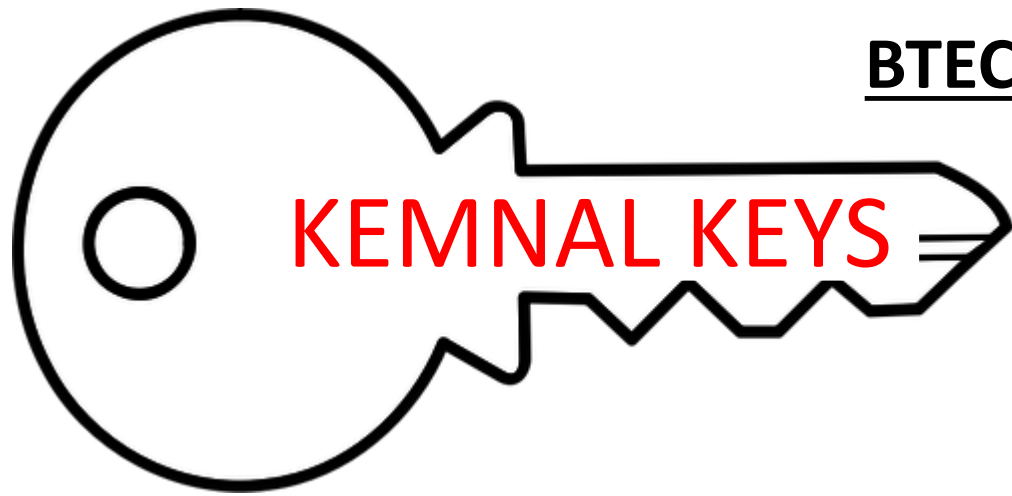
WHEN...?

WHERE will your media product be seen ? What Media Platform / s...?

HOW will you come up with your initial ideas fo this media product..? For example:

- verbal (discussions, meetings, thought shower, blue sky thinking, interviews, focus groups).
- written (plot outline, brief synopsis, informal proposal, summary of ideas, annotations, SWOT analysis).
- visual (mood-boards, mind maps, storyboards, sketching, audio-visual presentation).

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CLARIFY AND ILLUSTRATE HOW YOUR MEDIA PRODUCT WILL MEET YOUR AMBITIONS, using SWOT and SMART techniques..

EXPLAIN IN YOUR OWN WORDS how your media product will be LEGAL, MORAL, AND ETHICAL ?....

When pitching a new digital media product to a group of investors, explain WHAT THE RELATIONSHIP is BETWEEN good Verbal and Written presentations skills, and winning financial backing ? You could mention:

...

Verbal communication techniques:

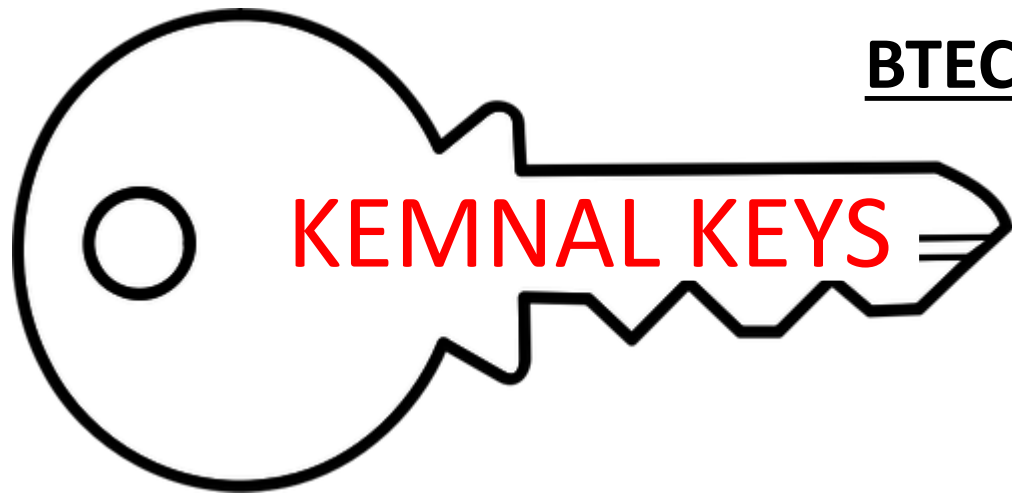
- o clarity of voice
- o tone of voice
- o clarity of expression
- o use of technical language where appropriate
- o appropriate register
- o style (authoritative, humorous, informative, motivation)
- o persuasive techniques (alliteration, rhythm, repetition, imperative mode of address).

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● Written communication techniques:

- o vocabulary (technical, formal, informal, acronyms and abbreviations)
- o structure
- o grammar
- o spelling
- o punctuation
- o clarity of expression
- o persuasive techniques (e.g. alliteration, rhythm, repetition)
- o mode of address (e.g. formal, informal, colloquial, authoritative, imperative)
- o style.

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**KEMNAL KEYS**

CAN YOU DESIGN A PLANNING PORTFOLIO TO DEVELOP A NEW DIGITAL MAGAZINE FROM INITIAL IDEAS TO FINAL PRODUCTION ? You should include some of:

- portfolio formats:
  - o log
  - o planning blog, e.g. including images, hyperlinks, scans, video footage
  - o uploaded planning documentation, e.g. electronic file
  - o hardcopy documents.

- organisation:
  - o brief
  - o names/contacts
  - o chronology/dates
  - o filing
  - o cost
  - o minutes of meetings
  - o contingency plans (alternative ideas)
  - o revisions and decisions
  - o annotation and labelling, e.g. shots, sketches, photos, scripts
  - o hyperlinks.

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- Digital moving image production:
  - o storyboards
  - o shot lists
  - o prop/costume/make up list
  - o location scout information, e.g. recce photographs
  - o shooting schedules
  - o script drafting
  - o permissions for filming
  - o personnel required
  - o equipment booking
  - o health and safety (risk assessment).