

Access to HE Diploma Assignment Brief (Form AP3)

Provider name:	Sunshine College
Access Diploma title:	Access to HE Diploma Media
Unit title and code:	Working to a Media Client Brief - KJ2/3/AA/07G
Assignment title and number, e.g. 1 of 1 or 1 of 2 etc:	The planning and preparation process: assignment 1 of 1
Assessor name:	Jane Smith

Assignment briefing and mapping to unit:



A fundamental component of anyone working in the world of media will be their ability to work to a professional brief. On a small production you will be expected to realize many job roles. This task will help develop the skills that are essential to negotiation, planning, time management, change management and meeting deadlines. In addition, your confidence will build as you manage discussion, cooperation, compromise, and above all diplomacy and will enable you to strive to achieve your progression goals.

You have been commissioned to produce a promotional video for one of the Departments within your College eg Sport, Travel & Tourism, Construction, Health & Care, Hair & Beauty etc. The video will be used on the college website, You Tube, Facebook, and additionally, produced as a DVD to send to potential students and industry providers.

Task 1: Explain the requirements of working to a client brief. (AC 1.1)

- Compare three client briefs/commissions using the BBC as an exploratory theme
<http://www.bbc.co.uk/commissioning/tv/articles/who-we-are-how-we-commission>

Task 2: Develop an appropriate response to a client brief. (AC 2.1)

- Meet with a Head of Department and or the team, establish the requirements of the client
- Discuss and negotiate an initial proposal, target audience and developing trends.
- Balance creative expectations with financial resources
- Consider timeline and deadline for completion
- Respect legal or ethical constraints
- Document everything by means of a daily Blog

Task 3: Apply appropriate negotiation skills to a client brief (AC 2.2)

- Arrange a follow up meeting: use video examples/storyboard, pinterest, styles, proposed locations, budget etc. to present your proposal.
- Film the meeting or create a podcast. If barriers are faced with arranging a meeting use Skype or a similar process to host a webinar.
- Build a strong case for your rates, prepare for possible objections, amendments, etc. as the project develops. Include all presentation notes as evidence
- Produce your final product in response to the brief

Task 4: Evaluate own work on completion of a client brief. (AC 3.1)

- Arrange a final meeting with client and discuss strengths and areas for development. Consider: What worked and reflect on how to improve. Did you meet the clients requests, budget, deadline, target audience and market research analysis

Assignment hand out date:

Assignment submission deadline date:

Draft(s) permitted: Yes/No

If yes, include deadline date(s) for draft(s)

Mapping to Unit

This assignment covers the following learning outcomes & assessment criteria.

LO1 . Understand the requirements of working to a client brief

AC1.1 Explain the requirements of working to a client brief.

LO2 Be able to respond to a media based client brief

AC2 2.1 Develop an appropriate response to a client brief.

A2.2 2.2 Apply appropriate negotiation skills to a client brief.

LO3 . Be able to evaluate the completed client brief

AC3.13.1 Evaluate own work on completion of a client brief.

Grading information for this assignment

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Grade descriptor: 2a and c – Application of knowledge.

The student, student's work or performance:

For a pass: Meet the assessment criteria to achieve the learning outcomes for the unit

For Merit: a makes use of relevant:

- ideas
 - concepts
- and

	<p>c very good levels of:</p> <ul style="list-style-type: none"> • consistency • precision • accuracy • insight • analysis • creativity <p>Contextualisation: - This means that you should demonstrate a very good understanding of the different theories and concepts associated with the subject.</p> <p>You should not restrict yourself to descriptive accounts which show little of your ability to use information. Some analysis is required of the different factors and the extent to which your planning, preparation and communication ensured you met the client brief.</p>
For distinction:	<p>The student, student's work or performance:</p> <p>a makes use of relevant:</p> <ul style="list-style-type: none"> • ideas • concepts <p>and</p> <p>c excellent levels of:</p> <ul style="list-style-type: none"> • consistency • precision • accuracy • insight • analysis • creativity <p>Contextualisation: - This means that you should demonstrate an excellent understanding of the different theories and concepts associated with the subject. You should be able to make use of relevant case studies and concepts which you have covered in class plus several which you have researched yourself.</p> <p>You should not restrict yourself to descriptive accounts which show little of your ability to use information. An extensive analysis is required of the different factors and the extent to which your planning, preparation and communication ensured you met the client brief.</p>
Additional Guidance notes	<ul style="list-style-type: none"> • Consistent approach to focussing upon the client requests • Precision and attention to detail • Accuracy, planning, accounting, and compliance • Insight and awareness of developing trends in production and audience mindfulness • Ability to analyse own performance and skills requirements • Synthesis and ability to see the big picture, bringing all elements of the process together. • Having a creative mind and thinking outside of the box whilst achieving a client's vision.

Grade descriptor:	6e: Autonomy and/or independence
The student, student's work or performance:	
For a pass:	Meet the assessment criteria to achieve the learning outcomes for the unit
For Merit:	e demonstrates very good time management
For distinction:	e demonstrates excellent time management Contextualisation: - Provide a daily log/blog with evidence of problem solving, prioritising important tasks how and when you hope to achieve outcomes, careful consideration of when meetings should occur, attention to detail when addressing budget.
Additional Guidance notes	<ul style="list-style-type: none"> • Devise a working project plan and create a timeline • Schedule Tasks: Carry a planner or notebook with you and list all the tasks that come to your mind. • Plan your day and Reflect on own performance • Focus on results not quantity and Clients requests • Manage emails • Avoid multitasking • Schedule time for interruptions and highlight distractions

Grade descriptor:	7c: Quality
The student, student's work or performance:	
For a pass:	Meet the assessment criteria to achieve the learning outcomes for the unit
For Merit:	c taken as a whole, demonstrates a very good response to the demands of the brief/assignment Contextualisation: - Ensure research is varied and includes a variety of media providers and categories. Important opinions and paragraphs must flow and be linked to each other, in order to demonstrate fluency of understanding and expression and focus upon your attention to detail
For distinction:	c taken as a whole, demonstrates an excellent response to the demands of the brief/assignment Contextualisation: - Research should be rich with diversity showing an excellent understanding of your media competitors. Attention to detail is of the utmost importance when dealing with clients especially planning, meeting deadlines, cautious budgeting, confidence and clarity when meeting your client.
Additional Guidance notes	<ul style="list-style-type: none"> • Explain your creative vision for such a project. • Provide evidence of comprehensive planning • Highlight your negotiation techniques, communication and problem solving skills. • Achieve client deadlines, budget, constraints, requests for amendments • Evidence how you work well under pressure and motivate your production team • Ensure compliance with regulations and codes of practice • Emphasise how you can improve your own knowledge and understanding of the process.

Declaration: I confirm that this assignment is my best attempt and all my own work and that it conforms to the course policy on plagiarism.

Print name:

Student signature:

Date: