

Assignment Number	CMPU3
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Birmingham Ormiston Academy
BTEC Level 3 Extended Diploma in Creative Media Production
Assignment Brief

Student:				Assignment set by:	Paul McLaughlin
Unit number & title:	Unit 3 – Research Techniques	Date Set:	11/09/2013	Completion Date:	13/12/2013
Assignment Title:	Research my Final Major Project	Linked Units:	1, 2, 3, 4, 5, 16, 28		
Grading Criteria:	P1 M1 D1	P2 M2 D2	P3 M3 D3		
Assignment Description:	<p>This assignment will enable you to develop appropriate research skills and skills in presenting that research. This assignment will also raise your awareness of copyright issues, audience and consumer classifications and the marketing of media products. You will undertake research to support your own media product for the Final Major Project (a live brief provide by a client), organise research material, make appropriate selections of data and facts to use as part of your pre-production process</p>			<p>Resources: The classroom is equipped with 19 iMacs connected to the edit share server and 2 PCs connected to the academy network, and loaded with all the specific software required to successfully complete the unit & course. There is also a course blog with all the necessary online resources including hand-outs that learners may want to access at any time. In addition, the learners can also access 5 JVC GY-HM100e cameras when filming.</p>	
Learning Outcome	<p>1 Understand the nature and purposes of research in the creative media industries 2 Be able to apply a range of research methods and techniques 3 Be able to present results of research.</p>				

Task	Activity	Evidence	Time Scale	Grading Criteria
1	<p>reason for and importance of research Produce a report or electronic presentation fully explaining/highlighting: The various types of research methods and how they are conducted Why one needs to reference Justify why research is important for the any production using subject terminology, in other words the purpose for the process and how this impacts on any production.</p>	<p>Research notes A written report with illustrations, electronic presentation</p>	18/10/2013	<p>P1 M1 D1</p>
2	<p>Do the research Using various research methods and techniques, conduct thorough Primary and secondary research for your Final Major Project. (a live</p>	<p>Research Portfolio. Production diary. Research portfolio/notes.</p>	15/11/2013	<p>P2 M2 D2</p>

	client provided by your course leader) Use the Harvard referencing system to acknowledge and validate your source	Pitch presentation – recorded. Teacher observation & witness documentation		
3	<p>Findings</p> <p>Individually or in pairs, you will:</p> <ul style="list-style-type: none"> • Prepare a presentation highlighting your findings and how they impact on your final production • Present your findings to the rest of the group • Discuss your findings with your client • produce a bibliography and information trail to highlight Credits and references acknowledging materials used 	Presentation slides Recording of presentation Feedback from client Teacher observation & witness documentation	13/12/2013	P3 M3 D3

Assessment and Grading Criteria

To achieve a pass grade the evidence must show that the learner is able to:		To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:		To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:	
P1	describe the nature and purposes of research in the creative media industries with some appropriate use of subject terminology [IE]	M1	explain the nature and purposes of research in the creative media industries with detailed illustrative examples and with generally correct use of subject terminology	D1	comprehensively explain the nature and purposes of research in the creative media industries with elucidated examples and consistently using subject terminology correctly
P2	apply research methods and techniques with some assistance [IE]	M2	apply research methods and techniques competently with only occasional assistance	D2	apply research methods and techniques to near-professional standards working independently to professional expectations
P3	present results of research.	M3	present results of research competently.	D3	present results of research to near-professional standards.