

262MC Assessment – The module assignment

Module Leader	Karen Arrand	
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Introduction	Tuesday 4 th October 2016	
Assessment hand-in	TUESDAY 6th December 2016	Please hand-in via Turnitin on Moodle
Artefact Screenings	Tuesday 8th November & Tuesday 13th December	Mandatory attendance for all

THE BRIEF: “The Format”

1. Groupwork - Devise and produce a **TV and a radio** formatted studio programme to broadcast standard. Using the production-making skills you acquired at Level 1 and your knowledge of studio programmes your work must represent the idea of “a format”. You must also demonstrate your understanding of current broadcasting techniques and show originality and innovation in your ideas.
2. Individual task work – Weekly blog tasks will be set during the module. Your answers to these should be presented on a personal wordpress blog. Your responses to these tasks should evidence your academic engagement, your further reading, and your critical reflections. Remember to reference your sources using Harvard Reference style.

The Brief detail

1. The Artefacts

You are required to submit 2 artefacts over the course of this module.

In your TV Team you will produce 1x 7-10 minute original **TV studio** format suitable for broadcast.

And in your Radio Team you will produce 1x 5-7min **Radio format** suitable for broadcast.

Your artefacts must explore the concept of a format. Both radio and TV must be properly produced and include a title and credit sequence.

All work must show your professionalism, creativity and attention to detail. Sound and picture quality must be to broadcast standard. All content must be appropriate for a general audience suitable for all ages. (Excessive swearing, references to drugs, sex or violence will lose you marks). You can incorporate pre-recorded items into your final programme and you can edit your programme after your recording session.

Upload your artefacts to an online broadcast provider (Vimeo class site).

2. The Critically Reflective blog – Your blog should contain the following;

ALL MODULE TASKS: Each week there will be task work for you to complete. Completing these tasks will show your engagement and commitment to the module and enable you to build a comprehensive blog that will address the following module criteria;

LO1 evidence an understanding of the historical development, context and distribution methods of formatted programmes within broadcast environments;

AND ALSO SHOW YOUR ENGAGEMENT WITH THE MODULE WITH POSTS CLEARLY SIGNPOSTED UNDER THESE HEADINGS:

1. Research. Including all sources of inspiration and stimulation that have helped you. Your own “watch and review” work is also included here. You can link to external sources but you must explain why you have done so. **Sources** - References must be in HARVARD STYLE.

2. Analysis. Including your individual thoughts and analysis. Remember to include your research and analysis of the current broadcasting landscape **and** give full written and referenced consideration to formats production. Your comments on class reading/ articles are included here.

LO2 plan, research and develop a project suitable for professional production;

LO3 demonstrate creativity and ability to construct a narrative appropriate to format production

3. Process and Development. Including all your production workings (i.e. sketches, drafts, schedules, scripts, storyboards, treatments) and evidence of how your ideas and knowledge have developed through the module. Also include a written pitch and treatment for each Broadcast artifact. Research your production roles and evidence how you have progressed your skillset to become a professional media producer.

LO4 demonstrate appropriate professional and technical skills in the production of a substantial, high quality, broadcastable production;

4. Reflection. It is really important that you evidence your **Unique contribution to each Broadcast artifact**. Include details of your input to the group, the role you played and how you developed your skills, your ability to work within a team and the quality of your editorial judgment. Also include an evaluation of the production/s and feedback you have received on your work.

LO5 evidence individual personal professional development through detailed analysis, evaluation and reflection upon their own work and the work of others.

5. Evaluation. At the end of the module provide full critical reviews summarizing and evaluating your work and progress through the module.

Your blog submission should not be a narrative of every little thing you did but an analytical and evaluative report of how the learning and teaching you have experienced has developed your knowledge.

262MC Assignment Mark Sheet

“The Format” – 262MC Formats Production

To be completed and returned with the submission to **reception** in **Ellen Terry building** – not to be bound with any other part of the submission

Student Name						
Your work is assessed under the following criteria.						
1. Evidence an understanding of the historical development, context and distribution methods of formatted programmes within broadcast environments;						
2. Plan, research and develop a project suitable for professional production;						
3. Demonstrate creativity and ability to construct a narrative appropriate to format production;						
4. Demonstrate appropriate professional and technical skills in the production of a substantial, high quality, broadcastable production;						
5. Evidence individual personal professional development through detailed analysis, evaluation and reflection upon their own work and the work of others.						
	80+%	79 – 70%	69 – 60%	59 – 50%	49 – 40%	Fail
1. evidence an understanding of the historical development, context and distribution methods of formatted programmes within broadcast environments;						
2. plan, research and develop a project suitable for professional production;						
3. demonstrate creativity and ability to construct a narrative appropriate to format production;						
4. demonstrate appropriate professional and technical skills in the production of a substantial, high quality, broadcastable production;						
5. evidence individual personal professional development through detailed analysis, evaluation and reflection upon their own work and the work of others.						
Overall grade						%
Supervisors signature						
Feedback from Marker(s)						