**Unit 2: Planning and Pitching a Digital**

**Media Product**

Level: **1 and 2**

Unit type: **Mandatory**

Guided learning hours: **30**

Assessment type: **Internal**

**Unit introduction**

Did you know that employers within the media sector frequently ask for ‘excellent

communication skills’ when looking for a suitable employee? And have you ever

thought how that great idea for a media product which, at the moment, is only in

your head, could become a reality?

It is vital in all the media sectors that people are able to communicate effectively in

order to complete work in teams. They will have to pass on ideas and information to

others and interpret a brief correctly. This is very important when working with and

presenting ideas and information to a client. It is not only verbal communication

methods that are important, but written and visual methods of communication are

used to express ideas with clarity and accuracy. Pitching an idea for a digital media

product is a key part of the process of gaining approval for the product to go into

production and communication techniques are central to an effective pitch.

Once pitched, planning is essential to develop a successful idea into a product. Every

stage of the development of a media product has to be carefully planned and clearly

documented to ensure that the production process runs smoothly. The planning

portfolio is used by the producer to keep a disciplined approach to production,

and also, on a collaborative production, by other crew members as a directory

of roles and schedule. It is a central source of information about the project.

Being professional means ensuring that all portfolio documents use the style and

conventions appropriate to the sector you are working in. This will ensure you are

following industry practice and have a well-planned media product that can be put

into production efficiently.

In this unit you will develop your verbal, written and visual communication skills to

enable you to understand the needs of your client and to help you formulate, develop

and pitch your own ideas for a media product.

You will then undertake pre-production planning for a digital media product in

preparation for the next phase in the process: production.

**Learners will be required to develop ideas and plan for the production of a**

**digital media product from the Moving Image sector.**

**Learning aim A: Understand how to develop ideas for a digital media product**

**YOUR TASKS until 31 May 2020:**

**All work should be submitted to** [**cmetz@ktc-tkat.org**](mailto:cmetz@ktc-tkat.org) **for assessment. Please use Powerpoint or Publisher or Word to present your work. All tasks and assessment criteria found below:**

**TASK OVERVIEW:**

**Develop ideas for a moving image digital media product:**

**Topic A.1 Digital media products**

Learners should develop ideas for a moving image digital media product. For example: TV show, film, cartoon etc.

**Topic A.2 Understanding the requirements of the brief**

Consider the brief in terms of who, why, what and where:

● target audience

● purpose, why produce the product? To inform, educate, entertain, provide a service

● platform, what will the product be and where will it be seen?

(200 words MINIMUM DUE May 3rd 2020 ).

**Topic A.3 Generating ideas**

Formulation of ideas:

● communication methods:

o verbal (discussions, meetings, thought shower, blue sky thinking, interviews,

focus groups)

o written (plot outline, brief synopsis, informal proposal, summary of ideas,

annotations, SWOT analysis)

o visual (mood-boards, mind maps, storyboards, sketching, audio-visual

presentation)

● selecting ideas:

o discounted ideas with reasons why not selected

o revisions and decisions made to ideas in the formulation process

o final selected idea (reasons for selection, complete structure, relation to the brief,

consideration of planning issues).

(1000 words + pictures + diagrams MINIMUM DUE May 17th 2020 ).

**Topic A.4 Planning issues**

When developing an idea for a product, consideration should be given to the following

planning issues:

● logistics:

o achievable aims

o location considerations

o timeframe considerations

o level of organisation required

● resources:

o availability of equipment/space

o expertise within the production team

o personnel required.

● legal, moral and ethical issues:

o libellous, offensive, dangerous etc

o contravention of regulations and standards of the industry or sector, e.g. ASA

(Advertising Standards Authority), OFCOM (Office of Communications), PCC

(Press Complaints Commission), ESRB (Entertainment Software Rating Board),

BBFC (British Board of Film Classification)

● cost, e.g. extra props, studio space, costumes, telephone call charges, travel

expenses, photocopying and printing.

● legal, moral and ethical issues:

o libellous, offensive, dangerous etc

o contravention of regulations and standards of the industry or sector, e.g. ASA

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expenses, photocopying and printing.

(400 words + pictures + diagrams MINIMUM DUE May 31st 2020 ).

