

Achievement Standard

Subject Reference Media Studies 1.5

Title Produce a design and plan for a media product using a specified range of conventions

Level 1 **Credits** 3 **Assessment** Internal

Subfield Social Science Studies

Domain Media Studies

Status Registered **Status date** 30 November 2010

Planned review date 31 December 2014 **Date version published** 30 November 2010

This achievement standard involves producing a design and plan for a media product using a specified range of conventions.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Produce a design and plan for a media product using a specified range of conventions. 	<ul style="list-style-type: none"> Produce a design and plan for a developed media product using a specified range of conventions. 	<ul style="list-style-type: none"> Produce a design and plan for a crafted media product using a specified range of conventions.

Explanatory Notes

- This achievement standard is derived from the Social Sciences learning area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and the Level 6 Media Production strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.
- Produce a design and plan for a media product* involves completing a concept, a treatment, and pre-production activities that:
 - meet the requirements of a given brief
 - use a specified range of conventions of a media product
 - identify practicalities that will affect the completion of a media product
 - utilise templates to complete the design and plan.

Produce a design and plan for a developed media product involves completing a concept, a treatment, and pre-production activities that:

- consider the impact of practicalities on the production process
- demonstrate evidence of development of ideas through reflection and reworking.

Produce a design and plan for a crafted media product involves completing a precise concept, a detailed treatment, and detailed pre-production activities that:

- consider the impact of practicalities on the production process and outline strategies to overcome potential obstacles
- demonstrate evidence of effective crafting of ideas through reflection and reworking.

A media product may include but is not limited to:

- one A4 page for a newspaper or magazine
- radio segment (15-20 minutes)
- website (2-3 pages)
- short moving image news/magazine item
- music video
- television advertisement
- short instructional video.

Conventions are the commonly used features specific to the media product.

Specified range of conventions means that teachers provide a list of media conventions from which students select at least five to use in their design for a media product.

Practicalities include but are not limited to:

- locations
- transport
- equipment
- weather
- costs
- cast/crew
- time restrictions.

Given brief means a set of instructions given to the students outlining the requirements for the production, and includes but is not limited to:

- intended audience
- length
- a specified range of conventions
- format
- practicalities
- copyright considerations.

Effective crafting of ideas means students produce a design and plan that enables the production of a media product that appeals to the target audience, achieves its intended outcomes.

- 3 Conditions of Assessment related to this achievement standard can be found at www.tki.org.nz/e/community/ncea/conditions-assessment.php.

Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Accreditation and Moderation Action Plan (AMAP) reference

0233