

## Achievement Standard

**Subject Reference** Media Studies 2.6

**Title** Design and produce a media product and evaluate the process used to create the product

**Level** 2      **Credits** 6      **Assessment** Internal

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Expiring      **Status date** 17 November 2011

**This achievement standard is expiring. Assessment against the standard must take place before the expiry date set out below.**

**Expiry date** 31 December 2012      **Date version published** 17 November 2011

This achievement standard requires designing a media product, using this design to produce a media product and evaluating the process used to create the product.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>• Produce a design appropriate to the medium, audience and purpose.</li> <li>• Use this design to complete a media product showing awareness of the codes/conventions of the medium.</li> <li>• Evaluate the process used to create own media product.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce a design appropriate to the medium, audience and purpose.</li> <li>• Use this design to complete a polished media product showing awareness of the codes/conventions of the medium.</li> <li>• Evaluate the process used to create own media product.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce a design appropriate to the medium, audience and purpose.</li> <li>• Use this design to complete a polished and integrated product showing awareness of the codes/conventions of the medium.</li> <li>• Evaluate the process used to create own media product.</li> </ul>

### Explanatory Notes

- 1 *Media product* could be pages from a newspaper or magazine, fifteen-minute radio show, website (at least 4 screens), short film or documentary (2 minutes plus), television advertisement etc.

- 2 *Polished* means completed to a high standard appropriate to the medium – well crafted.
  - 3 *Integrated* means that all elements are sympathetic to the developed concept and contribute to a focused media product.
  - 4 *Evaluate* means to make critical judgement/assessment of the quality of the process. The evaluation could be oral and/or written.
  - 5 The design may need to be adapted during the production process, ie design is not always an isolated step in the production process. Reasons for such adaptations could be included in the evaluation.
  - 6 Where possible, assessment should require individual design and production. In any group work it is recommended that groups do not exceed three students. The contribution of each student must be significant, clearly identifiable and assessable.
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### Replacement information

This achievement standard and AS90282 have been replaced by AS91252 and AS91253.

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### Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0226