

## Achievement Standard

**Subject Reference** Media Studies 1.6

**Title** Complete a media product from a design and plan using a specified range of conventions

**Level** 1      **Credits** 6      **Assessment** Internal

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Registered      **Status date** 30 November 2010

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

### Achievement Criteria

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

### 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/>.
- Students must use a previously created design and plan that satisfies the requirements of AS90993, Media Studies 1.5 to produce the media product.
- Complete a media product* involves finishing a product which:
  - uses a specified range of conventions of a media product
  - has some appeal to its target audience
  - shows some control of production technology
  - broadly reflects the intention of the design and plan.

*Complete a developed media product* involves finishing a product, using well-considered choices, which:

- appeals to and/or has some impact on its target audience
- shows control of production technology
- reflects or adapts the details of the design and plan.

*Complete a crafted media product* involves finishing a product, using well-considered choices, which:

- is effective, appeals to and/or has impact on its target audience (includes capturing and holding the attention of the audience).
- shows consistent control of production technology
- reflects or appropriately adapts the details of the design and plan.

*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.

*A design and plan* is 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 enable the completion of a media product.

*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.

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 limited range of specified conventions
- format
- practicalities
- copyright considerations.

Practicalities include but are not limited to:

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

- 4 Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://www.tki.org.nz/e/community/ncea/conditions-assessment.php).
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### 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