

Achievement Standard

Subject Reference	Media Studies 2.6		
Title	Complete a developed media product from a design and plan using a range of conventions		
Level	2	Credits	6
		Assessment	Internal
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2014	Date version published	17 November 2011

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

Achievement Criteria

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

Explanatory Notes

- This achievement standard is derived from the Level 7 achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and is related to the three strands in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.
- Complete a developed media product* involves finishing a product which:
 - uses some key conventions of the intended media product
 - shows some control of production technology
 - reflects the details of the design and plan
 - has some appeal to its target audience.

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

- incorporates key conventions of the intended media product
- shows consistent, practised control of production technology

- appeals to and/or has some impact on its target audience.

Complete an integrated media product involves finishing a product, using well considered choices and evidence of creativity, which:

- incorporates key conventions of the intended media product to create an effective media product that has a clear, sustained focus
- shows consistent, precise control of production technology
- is effective, appeals to and/or has impact on its target audience (includes capturing and holding the attention of the audience).

3 *Media product* includes but is not limited to:

- one A3 or two A4 pages for a newspaper or magazine
- radio show (30 minutes)
- website (5 pages)
- narrative film (3 minutes plus)
- news or magazine item (3 minutes plus)
- music video
- school promotional video (3 minutes plus)
- film trailer (1 minute plus).

4 A *design and plan* includes a concept, treatment and pre-production activities that:

- contain design choices that meet the requirements of a given brief
- incorporate a range of key features of the media product
- identify the practicalities that will enable the completion of a media product
- identify milestone dates and resources required to complete pre-production activities
- demonstrate evidence of reflection and reworking of ideas.

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

- the intended audience
- length
- conventions of the intended media product
- style requirements
- format
- practicalities
- copyright considerations.

6 *Concept* is a detailed, creative idea for a media product that includes reference to target audience, purpose (message, effect on the audience), plot synopsis, characters, content elements, practicalities.

7 *Treatment* is a detailed description of how the concept is to be realised.

- In moving image production, for example, this may include considered discussion of narrative, genre, characterisation, setting, mood, specific conventions to be used, and technical elements such as lighting, sound, and SFX.
- In print, for example, this may include story structure, genre, angle, tone and technical elements such as font, layout, use of graphics, and language choice.
- In radio, for example, this may include genre, tone, choice of talent, structure and technical elements such as sound effects, music, voice breaks, station IDs, audience participation (phone-ins, outside broadcast), stings.

- 8 *Plan* includes but is not limited to:
- permissions (eg copyright, locations, talent, cast, interviewees)
 - casting
 - wardrobe
 - script
 - graphics and/or illustrations and/or photographs
 - interviewees and/or guests
 - milestone dates and resources required to complete pre-production activities
 - storyboard and/or clocks and/or edit sheets and/or page dummies.
- 9 *Practicalities* include but are not limited to:
- locations
 - transport
 - equipment
 - weather
 - costs
 - cast and/or crew
 - time restrictions.
- 10 Conditions of Assessment related to this achievement standard can be found at www.tki.org.nz/e/community/ncea/conditions-assessment.php.
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Replacement Information

This achievement standard and AS91252 replaced AS90282 and AS90765.

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

0233