

Achievement Standard

Subject Reference	Media Studies 3.5		
Title	Produce a design for a media product that meets the requirements of a brief		
Level	3	Credits	4
		Assessment	Internal
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Registered	Status date	4 December 2012
Planned review date	31 December 2016	Date version published	4 December 2012

This achievement standard involves producing a design for a media product that meets the requirements of a brief.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Produce a design for a media product that meets the requirements of a brief. 	<ul style="list-style-type: none"> Produce a convincing design for a media product that meets the requirements of a brief. 	<ul style="list-style-type: none"> Produce a compelling design for a media product that meets the requirements of a brief.

Explanatory Notes

1 This achievement standard is derived from the Level 8 strands and related achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Ministry of Education, 2007; and is related to the material in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.

2 *Produce a design* involves completing concept, treatment, and pre-production activities that demonstrate design choices that meet the requirements of a brief and show evidence of reflection and/or refinement.

Produce a convincing design involves completing concept, treatment and pre-production activities that demonstrate deliberate selection of design choices to engage an audience.

Produce a compelling design involves completing concept, treatment, and pre-production activities that demonstrate effective selection and application of design choices to command and capture audience attention.

- 3 A *media product* may include:
- a multi-page A3 or A4 extended feature/section for a newspaper or magazine
 - an extended magazine-style radio show (60 minutes)
 - a multiple screen website with audio/video items, graphics etc
 - a layered narrative film (3 minutes or longer)
 - a researched film documentary (4 minutes or longer).
- 4 A *brief* is a set of instructions identifying the requirements of the product, including the target audience, format, legal and ethical requirements, and purpose of the product.
- 5 A concept is a detailed, creative idea for a media product that typically includes reference to: target audience, purpose (message, effect on the audience), plot synopsis, characters, content elements, practicalities.
- 6 A treatment is a considered explanation of how the concept is to be realised using media conventions and technology.
- 7 Pre-production activities may include:
- planning and designing for location, set, props, wardrobe
 - drafting script
 - producing storyboards, clocks, edit sheets, page or screen dummies, website maps etc
 - test shooting, recording
 - producing graphics, illustrations, photographs
 - planning and preparing questions for interviewees, guests, talent.
- 8 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 replaced AS90604.

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