

## Achievement Standard

<b>Subject Reference</b>	Media Studies 3.6		
<b>Title</b>	Produce a media product to meet the requirements of a brief		
<b>Level</b>	3	<b>Credits</b>	6
		<b>Assessment</b>	Internal
<b>Subfield</b>	Social Science Studies		
<b>Domain</b>	Media Studies		
<b>Status</b>	Registered	<b>Status date</b>	4 December 2012
<b>Planned review date</b>	31 December 2016	<b>Date version published</b>	4 December 2012

This achievement standard involves producing a media product to meet the requirements of a brief.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Produce a media product to meet the requirements of a brief.</li> </ul>	<ul style="list-style-type: none"> <li>Produce a convincing media product to meet the requirements of a brief.</li> </ul>	<ul style="list-style-type: none"> <li>Produce a compelling media product to meet the requirements of a brief.</li> </ul>

### Explanatory Notes

- 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>.
- Produce a media product* involves using production technology and media conventions with control to meet the requirements of a brief. With control means conventions are applied consistently.  
  
*Produce a convincing media product* involves the deliberate selection and application of production technology and media conventions to engage an audience.  
  
*Produce a compelling media product* involves the effective selection and application of production technology and media conventions to command and capture audience attention.
- A media product* may include:
  - multi page A3 or A4 extended feature/section for a newspaper or magazine
  - extended magazine-style radio show (60 minutes)

- multiple screen website with audio/video items, graphics etc
  - layered narrative film (3 minutes or longer)
  - 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 Media conventions are the commonly used features specific to the product and must be appropriate to the medium, format, product and audience, eg production design, genre and narrative conventions.
- 6 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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### Replacement Information

This achievement standard replaced unit standard 7478 and AS90606.

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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

0233