

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

Planned review date 31 December 2018 **Date version published** 20 November 2014

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"> Complete a media product from a design and plan using a specified range of conventions. 	<ul style="list-style-type: none"> Complete a developed media product from a design and plan using a specified range of conventions. 	<ul style="list-style-type: none"> Complete a crafted media product from a design and plan using a specified range of conventions.

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 <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.
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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