

Achievement Standard

Subject Reference Media Studies 1.5

Title Produce a design and plan for a media product using a specified range of conventions

Level 1 **Credits** 3 **Assessment** Internal

Subfield Social Science Studies

Domain Media Studies

Status Registered **Status date** 30 November 2010

Planned review date 31 December 2019 **Date version published** 17 November 2016

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

Achievement Criteria

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

Explanatory Notes

- 1 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/>.

This standard is also derived from *Te Marautanga o Aotearoa*. For details of *Te Marautanga o Aotearoa* achievement objectives to which this standard relates, see the [Papa Whakaako](#) for the relevant learning area.

- 2 *Produce a design and plan for a media product* involves completing 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 affect the completion of a media product
 - utilise templates to complete the design and plan.

Produce a design and plan for a developed media product involves completing a concept, a treatment, and pre-production activities that:

- consider the impact of practicalities on the production process
- demonstrate evidence of development of ideas through reflection and reworking.

Produce a design and plan for a crafted media product involves completing a precise concept, a detailed treatment, and detailed pre-production activities that:

- consider the impact of practicalities on the production process and outline strategies to overcome potential obstacles
- demonstrate evidence of effective crafting of ideas through reflection and reworking.

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.

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.

Practicalities include but are not limited to:

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

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

Effective crafting of ideas means students produce a design and plan that enables the production of a media product that appeals to the target audience, achieves its intended outcomes.

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