

## ASSIGNMENT CHECKLIST: PART 1 of Assignment

This is a wee checklist broken down by where the marks come from... hopefully it'll help you maximise your efforts! :-)

Assignment Part 1		
General guidance:	<p>In this, candidates summarise their planned media content and justify the specific decisions made with reference to the following:</p> <ul style="list-style-type: none"> <li><b>a) the brief</b></li> <li><b>b) audience research</b></li> <li><b>c) content research</b></li> <li><b>d) institutional context research</b></li> <li><b>e) creative intentions</b></li> </ul> <p>Where candidates are asked to <i>justify in detail</i>... Candidates must make a number of developed points that provide a rationale or give supporting reasons for decisions made, as appropriate to the task. Points may relate <b>cause and effect</b>, or make <b>relationships between things clear</b>. Points made do not need to be in any particular order. Candidates may provide a number of developed points or a smaller number of points in depth, or a combination of these.</p> <p>Up to the total number of marks allocated:</p> <p>1 mark should be given for each relevant, developed point. Each subsequent mark can be given for further development of a relevant point.</p>	
<b>a) the brief</b>	<p>This is your immediate response to the brief.</p> <ul style="list-style-type: none"> <li>• What do you think you might do and why?</li> <li>• Who might your <b>target audience</b> be?</li> <li>• What is the <b>purpose</b> of your poster?</li> <li>• What <b>elements</b> (<i>mise en scene</i>) do you think you might want to include?</li> <li>• What <b>genre markers</b> might you need to include?</li> <li>• What skills will you need to develop?</li> </ul> <p><i>This might include things like: Landscape/Portrait/where might appear/how could it attract attention and/or audience?/etc...</i></p>	<b>5 marks</b>
<b>b) audience research</b>	<p>Evidence of research... questionnaire/online/etc...</p> <ul style="list-style-type: none"> <li>• Who do you think are the target audience?</li> <li>• What do your target audience like?</li> <li>• What films are popular, and is this always the same?</li> <li>• How might your film fit into the TA expectations/preferences?</li> <li>• How might your film fit into general expectations/preferences based on your research?</li> <li>• <b>How might these findings affect your decisions?</b></li> </ul> <p>As well as results of questionnaire, you could look at/quote BFI stats for box office/genre/other relevant aspects of audience...</p>	<b>5 marks</b>

## Assignment Part 1

<p><b>c) content research</b></p>	<p>How well do you understand existing practice? What can it teach you about the decisions you need to make?</p> <ul style="list-style-type: none"> <li>• What other poster examples have you looked at and why?</li> <li>• What have you learned from them that you might use?</li> <li>• Can you identify any genre conventions that you may wish to adopt?</li> <li>• Is there any evidence of <b>anchorage</b> to give a preferred reading?</li> <li>• Are there any similarities between them?</li> </ul> <p>For each of these, plus and others you highlight, you need to consider how they may influence your own decisions (<i>cause and effect</i>)</p>	<p><b>5 marks</b></p>
<p><b>d) institutional context research</b></p>	<p>This covers limitations/possibilities of the facilities (like PCs/software/etc) you have at your disposal, <b>AS WELL AS</b> external limitations that might arise due to legal issues (such as health and safety/Advertising Standards Authority (ASA)/ etc)</p> <ul style="list-style-type: none"> <li>• What software/hardware can you access and how might this impact the final product?</li> <li>• What copyright issues might you have to overcome?</li> <li>• Are there any safety issues that need to be considered in creating filming/ photographing your content?</li> <li>• Are there any legal issues arising such as ASA? (<i>“all adverts must be legal, decent, honest and truthful”</i>)</li> <li>• Are there any industry codes of practice you need to take note of with regards where your poster might be seen? (<i>CAP code of practice, for example</i>)</li> </ul>	<p><b>5 marks</b></p>
<p><b>e) creative intentions</b></p>	<p>What are you planning to actually do? What is your initial vision for what your text will look like? Where is your thinking taking you?</p> <ul style="list-style-type: none"> <li>• What elements do you think you will include?</li> <li>• What do your initial sketches or designs look like?</li> <li>• Who or what are you going to include?</li> <li>• What fonts might you use and why?</li> <li>• What colours are likely to dominate and why?</li> <li>• What story (<b>narrative</b>) will your poster tell?</li> <li>• What USP (Unique Selling Point) will your poster have?</li> <li>•</li> </ul>	<p><b>5 marks</b></p>

These are suggested bullet points and are designed to help you pick up marks. They are suggestions... there is much more you could include depending on your project, but the key thing to remember with Part 1 is this, it is about what you **intend to do**, NOT, *what you have done*...

The key to doing well is to approach it like this:

- Identify something you are going to talk about
- Discuss it, and explain how or why it will affect the decisions you are making/going to make
- Signpost things...

Here's an example:

The third creative intention I have is to illustrate the disruption in the film's narrative but without giving away the resolution. This will help create an enigma so the audience will wonder what is going to happen. I will use a picture of a shark under a swimmer. This will work as an action code to get the audience wondering what is going to happen next. This should make them want to see the film and so acts as a lure and won't give away too much of the whole film.\*

(\*Yes, it is **Jaws!**)