Assessment Brief - Portfolio

Understanding & Expressing Yourself Through Media

Module: Level 3 Media Expression (3N0792)

Technique: Portfolio

Weighting: 100%

Due Date:

Create a portfolio or collection of work which demonstrates that you have reached the key learning outcomes of this course, i.e. that you are able to understand how audiences use media, identify and use various production techniques used to produce media and work in teams to use IT and recording equipment to produce a programme.

The portfolio should contain the following 4 items at least. Learners may add other pieces of work to the collection as exemplars of their work throughout the course, however **only the following 4 will be assessed:**

	Notes on Content
1. **Media Diary** - Statement of & reflection on own media habits - form of written diary, poster, etc	• This should be a thorough listing of the media that you have watched and listened to over the last week. It can take the form of a written diary, a poster or an essay etc. • Include your own reflections and comments on what you discover as the week goes on - are there differences or similarities between the types of media and programmes, were you surprised by what you discovered about your habits etc.
2. **Programme Report**	• write a report on a sample programme that you will listen to during the course. • note the Programme Format of the sample programme, describe the target audience of the programme and identify the production features used. • compose your own Alternative Running Order for the programme. • Keep in mind the programme format that you are making the running order for and include appropriate production features. • Use the appropriate terminology to describe the features you are including in the running order, for example: intro, outro, link, vox pop etc. • Include a paragraph which explains your choices in putting together the running order, why did you position the elements of the programme in that order, why did you include these production features etc?

3.
Support documentation for Short Programme
	• Support documentation should include the following:
	   o a Production Plan for your short programme (production team, format, production features, and target audience of the programme & production steps)
	   o a Running Order (which is accurately timed and lists the features your team plans to include in the programme)
	   o a Script for programme links in the short programme
	   o a set of Health and Safety guidelines for using the studio
	• You should use appropriate terminology throughout when writing about

	production roles, features, and techniques etc.

4.
Short programme & production diary stating own input into production process
	• Record a short, 15 - 30 min, programme with your production team.
	
	• The Production Diary should state your role in the team and include details of the tasks you completed as part of the production.
	
	The Production Diary can take either of two forms:
	
	  A. **Written Diary** - to be included with other paperwork in your portfolio.
	
	  B. **Audio Diary** - this is included at the end of the Programme, in the same audio file. Each member of the production team scripts and records their own diary. Each member starts with the phrase "My name is....and this is my production diary". He or she then outlines the tasks that they completed to produce the programme. *(Note: 1 minute of silence should precede the audio diary in the programme audio file)*

Notes for Learners on Presentation of Portfolio

Your portfolio must be submitted in the following format:

- All written pieces should be clearly labelled with the candidate's name, PPS number & trainer name.
- The candidate's short programme should be saved in a shared class folder or emailed to the trainer, as arranged by the trainer, using the file naming guidelines below.
- The following documents should appear in the following order:
  1. Media Diary - Statement of & reflection on own media habits - form of written diary, poster, etc
  2. Programme Report
  3. Support documentation for Short Programme
     - i) Production Plan
     - ii) Running Order
     - iii) Script for Presentation Links
     - iv) List of Health & Safety guidelines
  4. Production Diary for Short Programme - if using audio option, the Production Diary appears at the end of the Short Programme, in the same audio file.
  5. *ONE* Signed Record of Receipt of Material for Assessment

Guidelines for Naming of Short Programme File:

Ensure all audio is in the form of MP3 and is saved with the file name according to this template, including the names:

<Course_Radio _Candidate_Name_Candidate_Name_Candidate_Name>

eg. L3ME_Radio_Phil_Murphy_Joe_Spollen_Mary_Smith.mp3

PLEASE NOTE: On Submission you will be asked to confirm that

- you have a clear understanding of the CRAOL FETAC Policy and Procedures on Appeals & Plagarism
- you have kept an additional copy for personal use/in the event of back up copy being required.
- the work is entirely your own except where referenced as being otherwise