



**BRIDGWATER
COLLEGE**

Assignment front sheet

Learner name		Assessor name	
		Alan Hardcastle	
Date issued	Completion date	Submitted on	
11 November 2013	25 November 2013		
Qualification		Unit number and title	
National Extended Diploma Creative Media Diploma		Unit 28 Corporate and Promotional Video Production Unit 2 Communication Skills for Creative Media Production	

Assignment title	Viral Videos Report
In this assessment you will have opportunities to provide evidence against the following criteria. Indicate the page numbers where the evidence can be found.	

Criteria reference	To achieve the criteria the evidence must show that the student is able to:	Task no.	Evidence
P28.1	describe the codes, conventions and current practice of corporate and promotional programmes with some appropriate use of subject terminology [IE]	2, 3	Blog & Report
M28.1	explain the codes, conventions and current practice of corporate and promotional programmes with reference to detailed illustrative examples and with generally correct use of subject terminology	4	
D28.1	comprehensively explain the codes, conventions and current practice of corporate and promotional programmes with elucidated examples and consistently using subject terminology correctly	2, 3	
P2.1	use appropriate techniques to extract relevant information from written sources	7	Highlighted & annotated Research
M2.1	use appropriate techniques to extract information from written sources with some precision	7	
D2.1	use appropriate techniques to extract comprehensive information from written sources	7	Summaries of research on Blog
P2.2	present a media production report which conveys relevant information [IE]	7	Completed Report Containing relevant information
M2.2	present a structured and detailed media production report which conveys information and explains conclusions with clarity	7	
D2.2	present a well-structured and substantial media production report which conveys information with precise exemplification and justifies conclusions with supporting arguments	7	

Learner declaration
I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.
Learner signature: _____ Date: _____