



Name : _____ **Due Date :** _____
Coursework Title : Pre-production for Radio commercial.

Component : AO1/AO3 : Knowledge and Understanding of media organisations and the texts they produce/links between text & audience/variety of...

Component : AO4 : Evaluation for Pre-Production - overleaf

Brief : You should produce a folder of work which shows that you can plan a radio commercial. It should contain all sections of the 'RISCIT' guidelines :

1. **CONTENT RESEARCH** into radio commercials to identify conventions and a piece of **AUDIENCE RESEARCH**.
Evaluate both of these. What can you use?
2. A brainstorm of **IDEAS** resulting from your research. Evaluate the ideas, resulting in
3. A **SYNOPSIS** of your final idea. How will it suit your target audience?
4. You should **CREATE** a script and then....
5. It needs evaluating for content issueslegal & ethical suitability for your audience.

Grading Decisions :

Level 1	Level 2	Level 3
Brief responses using simple language.	Layout of script follows industry conventions.	Own research done into advertising techniques.
Listen to other commercials and give brief description.	Script contains techniques already seen in professional products analysed.	Layout of script is detailed and accurate, showing industry conventions. Quality work.
Brainstorm of own ideas for a commercial.	Synopsis shows clear aim and the folder contains material suitable for target audience.	Research includes figures to show understanding of competition.
Simple explanation of own audience research.	Content & audience research is more detailed.	Explanation of own research uses high level language. Findings used in own plans.
Produce a script for a radio commercial.	Clear use of audience terminology in analysis of professional product and own audience research.	
STUDENT TARGET GRADE: G F	E D C	B A A*
ACTUAL MARK : 1 2 3	4 5 6	7 8 9
SUMMARY OF MARKS : AO1: AO3:	ASSESSOR:	