Level 2 Creative Media Checklist

Component 1: Learning Aim A

	Kn.	Ap.
I can discuss the characteristics (forms) of: Print media texts Interactive media texts Audio/Moving Image texts		
I understand the different purposes of media texts for print, interactive and audio/moving image products		
I can identify and apply my knowledge of different target audiences		
I understand and can apply the different ways audiences can respond to media products		
I can discuss in some detail the way that media products are shaped by their purpose and for their audience		
I can use research techniques to select print, interactive and audio/moving image texts that have approached a specified theme in different ways		
I can apply effective media research techniques to identify and select focused and relevant material		

Component 1: Learning Aim B

	Kn.	Ap.
I understand and can apply my knowledge of genre for audio/moving image texts in terms of how to identify genres and how they change over time		
I understand and can apply my knowledge of narrative for audio/moving image texts in terms of different narrative structures and different modes of address		
I understand and can apply representations of different social groups and how this can impact the audience		
I understand and can apply how Audio/moving image media use techniques to impact audiences including: o camerawork o mise en scène, o use of sound, o editing techniques		
I understand and can apply how Audio/moving image media use techniques to impact audiences including: o layout and design o typography o photographic techniques o image editing techniques		
I understand and can apply how interactive media products use techniques to impact audiences including: o interactive features o usability/playability o mise en scene and lighting o sound design		

Component 2: Learning Aim A

	Kn.	Ap.
I can develop techniques for generating and developing ideas in response to a creative brief		
I can successfully research, discover and evaluate information to be used in my response to a brief		

I can generate ideas using the following creative techniques:
   o Brainstorming
   o Mind-mapping
   o Visualisation
   o Make new connections		

I can engage with practical experimentation		

I can develop and apply media pre-production skills and techniques to shape my ideas into pre-production material relevant to the media section, including:
   o Mood board
   o A house style
   o Thumbnails and sketches
   o Page mock-ups		

I can review my pre-production work to refine and improve outcomes		

Component 2: Learning Aim B

	Kn.	Ap.
I can understand media production and post-production processes and practices relevant to the print sector.		

I can understand a production workflow, including:
   o Identifying and ordering tasks
   o Setting deadlines
   o Monitoring progress
   o Managing resources		

I can prepare assets, including:
   o The creation of assets
   o The selection of assets
   o Reviewing selected assets
   o Recreating assets		

I can manage assets, including:
   o Setting up folder structures
   o Selecting file formats
   o Use appropriate file names		

I can experiment with different techniques, including:
   o Design iterations
   o Rough edits
   o Mock-ups
   o Prototyping		

I can export for digital distribution, including:
   o Applying compression techniques
   o Export settings
   o File formats		

I have developed my practical skills and techniques for creating content relevant to the print sector.		

I can successfully write and edit copy, including:
    ○ Mode of address
    ○ Persuasive devices
    ○ Accuracy
    ○ Reliability
    ○ Proofreading		

I can successfully take photographs, including:
    ○ Composition
    ○ Angle
    ○ Lighting
    ○ Depth of field		

I can successfully edit images, including:
    ○ Cropping
    ○ Scaling
    ○ Resizing images		

I can successfully manipulate images, including:
    ○ Layers
    ○ Selections
    ○ Image adjustments
    ○ Transformations
    ○ Filters
    ○ Effects		

I can successfully create graphics, including:
    ○ Drawing tools
    ○ Lines
    ○ Shapes
    ○ Paths
    ○ Text
    ○ Colour
    ○ Transforming objects
    ○ effects		

I have developed practical skills and techniques for editing, combing and refining content relevant to the print sector.		

I can successfully create page layouts, including:
    ○ Pages and spreads
    ○ Grids
    ○ Rulers and guidelines
    ○ Text frames
    ○ Linking text in columns
    ○ Text wrap
    ○ Paths and frames
    ○ Aligning objects
    ○ Tables of information		

I can successfully create visual impact, including:
    ○ Creating a visual hierarchy
    ○ Masthead
    ○ Coverlines
    ○ Headlines
    ○ Subheadings
    ○ Pull quotes
    ○ Running heads
    ○ Using white space		

I can successfully design print products, including:
    ○ Typography
    ○ Use of colour		

o Paragraph and character styles o Object styles o Drop caps o Effects		
I can successfully edit text, including: o Readability o Editing to fit available space o Adding suitable captions		
████████████████████████████████		
I have developed techniques to monitor and improve skills and outcomes throughout the production process.		
I can review content for: o Amount o Quality o Relevance o Accuracy		
I can test and review practical outcomes: o Functionality o Consistency o Continuity o Communication o Accessibility		
I can inform decisions and refine work from my on-going review, including: o Application of skills and techniques o Respond to audience/ user feedback o Identify strengths and areas for development		

Component 3: Learning Aim A

	Kn.	Ap.
Understand how to develop ideas in response to a brief		
I can successfully respond to a brief.		

I can establish the requirements of the brief, such as:
    o   The client (e.g., the type of company or organisation that has set the brief, their market or field, and their competitors)
    o   The aims and purpose of the brief
    o Technical requirements (e.g., product type, size, duration, format)		

I can define the target audience, such as:
    o   Demographics (age, gender, location, income level)
    o Psychographics (lifestyle, attitudes, values, interests, behaviour and personality)		

I can research similar existing products to understand the marketplace/ competition, such as:
    o   Products (e.g., mainstream, niche, alternative, generic, unconventional)
    o   Textual analysis of the technical and stylistic codes
    o Content analysis to establish the contents, order and sequencing		

I can explore the chosen media sector to support the generation of ideas, such as:
    o   Audience response to media products aimed at the same target audience
    o Current trends in the chosen media sector		

I can identify the theme of the brief, including: o Secondary research into the topic of theme of the brief		
I can consider different idea for my product, its content and style, in order to develop a coherent product proposal.		

I can consider different idea for my product, such as:
    o   Magazine
    o   Brochure
    o   Marketing material
    o   Newspaper
    o   Advertorial
    o Leaflet		

I can consider different content for my product, such as:
    o   Structure (e.g., running order, pages, etc)
    o Breakdown (e.g., articles, features, etc)		

I can consider different styles and design for my product, such as:
    o   Style (e.g., tone, mode of address, house style)
    o Design (e.g., location)		

I can retain, reject, combine and refine ideas to form a chosen idea for my media product.		

Component 3: Learning Aim B

	Kn.	Ap.
Develop planning materials in response to a brief		
I can produce sector-specific planning materials that are sufficiently detailed to enable the clint to visualise the proposed product.		

I can create and establish a page layout and design, such as:
    o   Conventions (e.g., thumbnails, sketches)
    o   Positioning (e.g., assets, features, content, columns, white space)
    o Design (e.g., consistency, colours, fonts, styles, effects)		

	Kn.	Ap.
I can manage aspects of the production process.		

I can successfully manage time, such as:
     o   Create a schedule (e.g., maintain production schedules of tasks and deadlines)
     o Contingency planning		

I can successfully keep to copyright, clearances and permissions, such as:
     o   Checking copyright status of secondary assets and material (e.g., public copyright licences, obtaining permission to use copyrighted assets or material)
     o Clearances to use locations, participants for public screening/viewing		

Component 3: Learning Aim C

Applying media production skills and techniques to the creation of a media product		
	Kn.	Ap.
I can apply production skills and techniques to the creation of my media production in the print sector through selection and use of appropriate equipment and in response to the client's needs.		

I can continually reflect on the progress of my media product as I engage in the different stages of the production progress. Through:
     o   Monitoring outcomes to identify strengths and potential areas for improvement
     o Make refinements to the media product to improve the outcome		

I can use relevant skills and techniques developed in Component 1 and 2 to prepare the content needed for the construction of my print product		

I can create images as assets, such as:
     o   Equipment and software (e.g., digital cameras, vector drawing tools and packages, image editing and manipulation tools and packages)
     o Techniques (e.g., composition, cropping, resizing, image adjustments, image manipulation, image quality, preparing assets)		

I can create copy, such as:
     o   Equipment and software (e.g., word processing)
     o Techniques (e.g., speak to the reader, use facts and statistics, check sources, organisation of content and ideas, short paragraphs, repetition and proofreading)		

I can source content from secondary sources, such as:
     o   Compatibility (e.g., file size, file format)
     o Assessing quality, suitability and fitness for purpose		

I can edit my content together to create a finished product for presentation to the client.		

I can combine assets for the page and screen, such as:
     o   Software (e.g., image manipulation, desktop publishing)
     o   Techniques (e.g., alignment, formatting text and images, use of colour)
     o Stylistic Codes (e.g., layout and design principles, typography, image editing)		

I can test my final media product to ensure it functions as intended and can save it in an appropriate file format for distribution.		
I can test my media production to make sure it functions and is usable.		
I can compress my media production to ensure file optimisation.		
I can export my media production in an appropriate file format for the chosen distribution platform.		
I can produce technical records that outlines how I have created key aspects of my work.		
I can prove through my technical record that I can use software and equipment.		
I can prove through my technical record that I created and manipulated assets.		

I can prove through my technical record that I have constructed work and have documented the outcomes.		