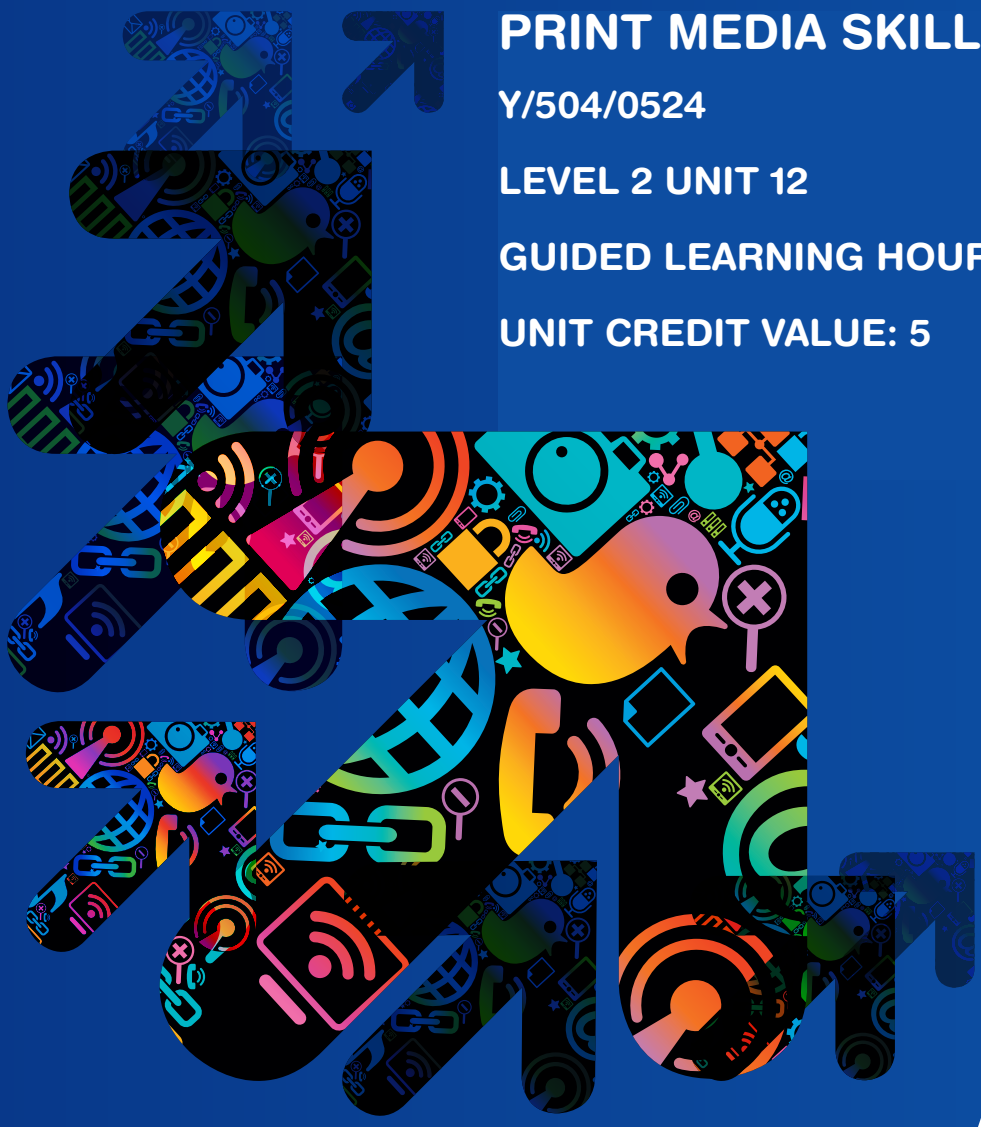
Cambridge TECHNICALS

Accredited

OCR LEVEL 2 CAMBRIDGE TECHNICAL

CERTIFICATE/DIPLOMA IN

MEDIA



PRINT MEDIA SKILLS

Y/504/0524

LEVEL 2 UNIT 12

GUIDED LEARNING HOURS: 30

UNIT CREDIT VALUE: 5

OCR

PRINT MEDIA SKILLS

Y/504/0524

LEVEL 2

AIM OF THE UNIT

By completing this unit learners will be able to gain and demonstrate practical skills in developing and producing print media products.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO) The learner will:	**Pass** The assessment criteria are the pass requirements for this unit. The learner can:	**Merit** To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	**Distinction** To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
1 Be able to develop and use pre-production skills for print-based media products	P1 Learners develop pre-production skills in print or online print media by producing sample pre-production materials		
2 Be able to develop and use production skills for print-based media products	P2 Learners develop production skills in print or online print media by producing samples of production materials	M1 Learners produce production materials that are generally of a good standard and quality. The production materials they produce are sufficient in quantity and quality to edit into a final outcome	
3 Be able to develop and use editing skills for print-based media products	P3 Learners develop editing skills in print or online print media by editing their sample production materials		D1 Learners' editing is generally of a high technical standard. Learners use their editing skills to create a final outcome from their sample production materials. The final outcome produced is generally of a high standard and quality

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Be able to develop and use pre-production skills for print-based media products

For example:

Magazine, newspaper, website, print based advertisement, film poster, CD/DVD/Bluray sleeve, billboards, etc

Examples of pre-production materials:

- draft articles, draft layouts, mood boards, plan for images needed, select fonts/graphics/colours, concept designs of house style
- production schedule – dates, timings, activities, location, personnel, resources.

Be able to develop and use production skills for print-based media products

For example:

write articles, take photos, finalise house style, layout, produce text and images, etc

For example:

- setting up appropriate equipment
- use the pre-production material as reference to the production process
- following safe working practices, working within the scope of the risk assessment and health and safety guidelines
- following production processes, to realise the print media product, operate desktop publishing tools, stills camera, etc.

Be able to develop and use editing skills for print-based media products

For example:

- using desktop publishing programmes to edit images and text, crop and apply filters to images, create style, create layout of print product including use of colour, fonts, titles, mastheads, etc. to create/enhance meaning
- proof reading, sub-editing.

DELIVERY GUIDANCE

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass grading criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets all the pass grading criteria. There are no other additional requirements for this unit.

Learners should gain knowledge, understanding and skills through practical tasks related to their own productions as well as professional produced media products. This unit could be linked with the mandatory unit 01 and could be the basis for gaining practical skills which can be used and developed further in other practical units.

If working as a team, learners should ensure that they have identified their contribution to the planning and execution of any task involving teamwork. If learners are working as a team this presents the opportunity for individuals to draw on their strengths and also to develop new skills.

P1: it is envisaged that learners will plan a small scale production i.e. a print based advert or a completed component of a larger product, i.e. front cover/page of a magazine or newspaper or an internal page from a magazine or newspaper, etc. when producing sample pre-production material. This will allow learners to gain practical pre-production skills while exploring the construction of a complete structure within a print media product. Learners may find it helpful in preparation for planning their small scale production to investigate print media products and the use of print-based elements such as draft layouts, fonts draft articles, etc. When producing pre-production material learners should use professional practises wherever possible. In this respect it may be helpful for learners to undertake visits to relevant print organisations or to invite practitioners into the Centre; this maybe particularly relevant where the Centre has links to relevant industrial partners. Alternatively teacher led skills workshops could focus on developing key skills which learners would find beneficial in producing their own pre-production material. Suggested evidence could include draft articles, draft layouts, plans for images needed, selection of fonts/graphics/colours, etc.

P2/M1: learners producing sample material for their planned original print product should wherever possible work to a deadline and follow safe working practices. It is intended learners should gain practical production skills by setting up and operating stills camera equipment and developing skills in the use of a variety of desktop publishing tools. Learners can work individually. However, it may provide good experience for learners to work as a group. If following this approach individual learner's contribution to the overall work must be clearly identifiable. This could take the form of a witness statement from the teacher and evidenced in a production diary. Learners should be taught appropriate production skills in line with commercial practices which may be possible through teacher led skills workshops or, where possible, inviting guest practitioners to the Centre. It is also advisable that learners adopt safe working practices in line with the print media product they are producing.

P3/D1: learners would benefit from continuing to work to a deadline when constructing their print media product or sample material as this encourages good practice. Learners should be taught appropriate post-production skills in line with commercial practices, which may be possible through teacher led skills workshops, or through guest practitioners running workshops in the Centre. Learners should adopt safe working practices when constructing their final print product - for instance when using desktop publishing programmes to edit images and text, crop and apply filters to images, etc. Learners should consider that a successful print product would demonstrate how editing of the text and images creates/enhances the meaning for the final print product, for instance using text/images which are associated with a front cover of a lifestyle magazine, if that is the chosen final product. Learners could include images or screen prints of any annotated changes made to the final print product when they are proof reading and sub editing their product. This process could also be supported by a witness statement from the teacher and evidenced by the learner through an annotated print screen of each stage of the post-production process for instance. Suggested evidence could include a print based advert or a completed component of a larger product - i.e. front cover/page of a magazine or newspaper, an internal page from a magazine or newspaper, etc.

Learners should be encouraged wherever possible to evidence the grading criteria through a variety of mediums (i.e. written format, written presentations, verbal presentations, audio content, audiovisual content) aiming to highlight their strengths, whilst being encouraged to develop their existing skills and knowledge by using a range of mediums to evidence their work.

RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

BFI (2004)	*BFI Film and Television Handbook 2004* BFI Publishing
Lacey, N (2002)	*Media, Institutions and Audiences* Palgrave Macmillan
Taylor, L & Willis A (2000)	*Media Studies* Texts, Institutions and Audiences Blackwell Publishers Ltd
O'Sullivan, T & Dutton B (2003)	*Studying the Media (3rd edition)*
Lewis, E (2009)	*OCR Media Studies for GCSE* Hodder Education

Websites

www.bbc.o.uk

www.itv.com

www.pcc.org.uk

www.ofcom.org.uk

www.bectu.org.uk

www.bfi.org.uk

www.bbfc.co.uk

LINKS TO NOS

Skillset – Design for the moving image (2003)

DMI9 Assist with the research of specific requirements of the design brief

Skillset - Production Design (2003)

PD5 Communicate the visualisation of the production

The Newspaper Society – Multimedia and print journalism (2007)

16 Prepare visual material

17 Design and produce page layout

18 Produce contents promotional material

The Publishing Training Centre – Publishing (2005)

Unit 13 Formulate and present visual design proposals

Unit 24 Edit images

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CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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