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| **Assignment** | |
| Qualification | BTEC Extended Diploma in Computer Games Design |
| Unit number and title | Unit 6: Critical Approaches to Creative Media Products |
| Start date | Task 1: 01/02/2017 – Task 2: 28/02/2017 |
| Deadline | Task 1: 22/02/2017 – Task 2: 15/03/2017 |
| Assessor name | James Tedder |
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| Assignment title | Responses to Media Products |
| You are an apprenticeship games designer working for a small games developer in the east midlands. Your manager wants you to do some research on a variety of different topics around gaming. This will include understanding how media audiences respond to media products and developing your own responses to media products.  **Learning Outcomes:**  **Unit 6: P3** Describe how media audiences respond to media products with some appropriate use of subject terminology  **Unit 6: M3** Explain how media audiences respond to media products with reference to detailed illustrative examples and with generally correct use of subject terminology  **Unit 6: D3** Comprehensively explain how media audiences respond to media products with elucidated examples and consistently using subject terminology correctly  **Unit 6: P4** Present a descriptive response to a media product with some appropriate use of subject terminology.  **Unit 6: M4** Present a discussion of a media product with reference to detailed illustrative examples and with generally correct use of subject terminology.  **Unit 6: D4** Present an analysis of a media product with supporting arguments and elucidated examples, and consistently using subject terminology correctly.   |  | | --- | | **The work for this assignment must be submitted in accordance with the instructions given at** **the end of each task within the assignment**  **Students are reminded that late work will not be accepted for assessment. Student Declaration**  I declare that all the work submitted for this assignment is my own work, or in the case of group work, the work is **my work** I completed as part of the group, and that no part of it has been copied from any source (other than for referencing).  I understand that if **any** part of the work submitted for this assignment is found to be plagiarised  **none** of the work submitted will be allowed to count towards the assessment of the assignment.  Signed: Date:\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **Task1 -** P3/M3/D3 - Audience Response and Behaviour  **A:** Construct a survey asking about the effects of Shooter based games on under 18 year olds. Make sure you use both Qualitative and Quantitative questions.  **B:** Write an article for a fanzine on the effects of violent action games (First/Third person) on under 18 year olds. This could be done as a blog, written report or presentation. Include in your article:  Audience Theory   * Hypodermic Needle Model * Uses and Gratification Theory * Passive or Active Consumption   Effects Debate   * Effects or exposure to explicit sexual or violent content * Effects of Advertising * Health Concerns * Censorship Debates   Responses   * Negotiated * Preferred * Oppositional * Participatory * Cultural Competence * Fan Culture   (Min 500 words)  **Task 2 -** P4/M4/D4 - Analysis of a Computer Game  You have been commissioned to write a critical article on a chosen category of game for a games magazine. Alternatively, you could also create an on-line presentation (blog), written report, video or other form of presentation for the magazine.  You will:   * Select appropriate games for analysis * Play games critically, taking notes * Analyse genre characteristics * Analyse narrative structures * Analyse representation of characters * Write article   (Min 500 words) | |

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| This brief has been verified as being fit for purpose | | | |
| Assessor | James Tedder | | |
| Signature |  | Date |  |
| Internal verifier | Wayne Gallear | | |
| Signature |  | Date |  |