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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.

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| **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:\_\_\_\_\_\_\_\_\_\_\_\_  |

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| **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 GameYou 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 |  |