

Sample portfolio: Unit 04

NCFE Level 2 Award in Interactive Media

QN: 603/0852/7

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Withdrawn

Introduction

The material within this portfolio relates to:

Unit 04 – Present and promote an interactive media product (K/615/3954)

This portfolio is designed to demonstrate the types of evidence that could be produced for Unit 04 of the NCFE Level 2 Award in Interactive Media. It's designed to provide guidance on how a portfolio could look, rather than being prescriptive.

Evidence may be submitted in a variety of forms. In this example there are written accounts and visual evidence, but the evidence could also be presented in an audio format. Where the learner has provided visual evidence (for example screen grabs, copies of research), this has been clearly annotated to give context as to why it has been included. Each piece of evidence has been presented with the learning outcome number shown at the top of the page.

This portfolio contains manufactured evidence produced by NCFE. External Quality Assurer guidance has been provided for each piece of evidence relating to a learning outcome. The guidance comments on how the evidence meets the learning outcome and what could be improved to obtain a higher grade.

The suggestions and assessment methods are not exhaustive and Teachers are encouraged to explore other methods which will support the learner to produce the best evidence that they're capable of for the unit. For further advice on the suitability of a particular assessment method, you can refer to the relevant qualification specification or contact your NCFE External Quality Assurer.

It's strongly recommended that each unit is presented and assessed individually to allow accurate judgements about the learner's competence. This will also make it easier to award a grade for the unit. The work must then be internally quality assured and made available for the External Quality Assurer. It's accepted that a piece of evidence may be presented for more than one unit. Where this is the case, the evidence must be clearly mapped to all units and learning outcomes it applies to when presented to the External Quality Assurer. This will enable them to make an accurate judgement about the learner's competence and overall unit grade. We would encourage the use of our Evidence and Grading Tracker document which is available on our website www.ncfe.org.uk, although any method which clearly records the evidence against the learning outcomes may be used.

Learner evidence and External Quality Assurer commentary

Unit 04 Present and promote an interactive media product (K/615/3954)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry


Learner evidence:

Task 1

Purposes of presenting Interactive Media Products

A major part of working in the Interactive media industry involves presenting interactive media products to different types of client.

There are various reasons why you may need to present an Interactive product to a client, as shown in the table below:

Context	Purpose of Presenting an Interactive media product
Pitching a product to a client e.g. Kanga has won a new contract to produce marketing material for a new television programme to be aired on commercial television	Kanga will need to present its Interactive products for the campaign to a team of representatives from the client to gather feedback from the client. This stage in the production process would usually be followed by revisions to the products to fully meet the client's needs.
Presenting a prototype product for audience/user testing	<p>Interactive media products need to be refined following testing and beta testing is where a sample of the intended audience test the product and provide the producers with ideas for improvement.</p> <p>For example, Flake Games presented a new website for online video games for beta testing through betabound.com:</p> 

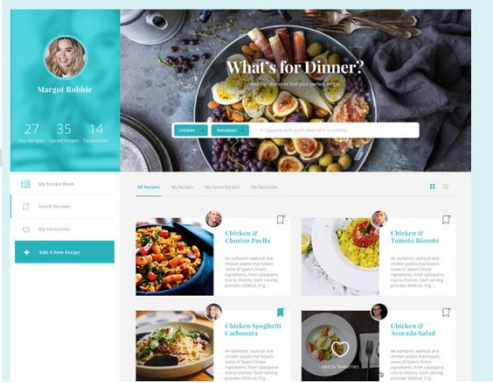
	<p>Users are presented with this working version of the website:</p> 
<p>Presenting products and product ideas to win contracts e.g. Kanga is one of three agencies pitching for a new contract to produce a quiz app.</p>	<p>The Interactive media industry is a competitive business and agencies such as Kanga will need to present product ideas, prototypes and final products to win contracts.</p>
<p>Presenting an Interactive media product at an interview for a job in the Interactive media industry e.g. for a Designer’s job at Kanga.</p>	<p>As part of the interview process, applicants will be expected to demonstrate their practical skills by presenting examples of interactive media products they have produced, this could be through a face-to-face presentation or through an interactive portfolio or showcase.</p>
<p>Presenting Interactive media products at conferences, trade shows or events for Interactive media professionals e.g. Kanga may showcase a new game at a game developers conference</p>	<p>Presenting Interactive media products to other professionals is good publicity for companies such as Kanga and a good promotional opportunity to generate awareness about the product.</p>
<p>Presenting Interactive media products to build awareness with audiences e.g. Kanga</p>	<p>Allowing the audience/users to experience the product in different environments will expose the game to different audiences and generate interest in the product.</p>

may showcase a new game at a gaming convention	
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Types of Client

Different clients have different needs. Kanga has produced a wide variety of Interactive media products for different clients and the following table describes how each product was presented:

Client	Method of Presentation and Promotion	Justification
Kanga produced a retro game as part of a campaign for an Alzheimer's charity	The game was showcased at the GEEK retro gaming expo in Margate. The game was then made available through the campaign's website.	The game involves navigating a spaceship through different galaxies and features retro style graphics, which would appeal to the audiences who attend GEEK. The game was presented through an exhibition stand, with an opportunity to play the game on different devices, such as PC, tablet and smartphone.
Fashion blog for a cosmetics client.	Viral video campaign through YouTube and social media, e.g. Facebook, Twitter and Instagram.	The client wanted a blog rather than a website to attract greater interaction from a younger audience. Kanga encouraged target users to produce 'how to ...' videos featuring users applying eyeliners and lipsticks and released interesting, funny and disastrous examples that were shared through social media, which attracted more traffic to the fashion blog.
Interactive TV advert for a children's theme park	The advert was placed on online TV services such as All 4, My5 and The ITV Hub player.	Three different adverts were produced for the campaign and users were prompted to select one of the three adverts to watch, which helped to personalise the experience.

<p>Responsive Website for a new recipe site aimed at students</p>	<p>The site was responsive so that it works on all sizes of screen, including computers, tablets and smart phones. It was promoted through university websites and Pinterest.</p>	<p>The site was identified by users during audience testing as the Pinterest of food, so it became a good fit for the promotion of the website, which allows users to input the ingredients they have to hand and the website will provide a recipe for them to follow. There is also a social element allowing users to follow, comment and interact with others, allowing for further promotion between users on social media.</p> 
<p>Interactive kiosk for an exhibition of 70s culture at a local museum</p>	<p>Kanga produced an interactive kiosk to provide an interactive experience for visitors to the exhibition.</p>	<p>Kanga were presented with videos, audio guides, photo galleries, apps and games, which they made available to visitors through an Interactive kiosk. The user interface, designed by kanga, allowed users to view, listen and play through the kiosk or download to their own mobile devices.</p>
<p>HTML newsletter for an Independent cinema</p>	<p>The HTML newsletter was sent to members and subscribers who signed up via the website or in the cinema.</p>	<p>The HTML newsletter contained links to trailers for new films, offers for the café and bistro, the ticket office and membership offers, which provided a more interactive product and made it easier to engage with the cinema's products and services.</p>
<p>Interactive magazine for a music festival</p>	<p>Rather than produce a brochure for a local music festival, Kanga produced an interactive magazine with links to music videos by bands appeared on stage, the band's websites and the ticket box office.</p> <p>The magazine was promoted through the festival website and</p>	<p>The interactive magazine promoted the festival in local gig venues and through social media in the weeks leading up to the festival, increasing ticket sales. It also enhanced the festival experience, by providing extra content e.g. music videos and interviews with the bands.</p>

	different music venues in the region.	
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Job Opportunities in the Interactive Media Industry

You have enrolled on this workshop at Kanga because you want to work in the Interactive media industry. Here are some job opportunities:

Front End Web Developer
 The Bigger Boat - Mirfield WF14
 £25,000 a year
About us

The Bigger Boat is a growing creative digital agency based in scenic Wheatley Park in Mirfield, just a mile from the train station, with links to Huddersfield and Leeds. We're a friendly crew of designers, developers and digital marketers. Our expanding client list includes national brands as well as regional businesses.

We have an opportunity for an enthusiastic person to join our web development team. We're looking for someone who is well organised, confident, passionate about digital, as well as being keen to learn. You'll need a good sense of humour and we will provide a great working environment, all the bean-to-cup coffee you can drink, regular social events and an opportunity to play a big part in our future!

The role

We're after a passionate developer who loves digital and wants to use the latest technologies to create engaging websites. You should be up to the challenge of making websites interactive and as easy to use as possible. The right person will be excited by new developments, best practice UX and UI, and be prepared to try new things to make a website better.

Skills & experience required:

- Strong clean code writing skills
- HTML5 and CSS/SCSS
- JQuery / JavaScript
- Experience with Wordpress / WooCommerce
- Ability to debug front-end site issues using inspector tool
- Knowledge of Foundation / Bootstrap frameworks
- An Interest in new & emerging technologies and frameworks
- Innovative thinking
- Excellent attention to detail
- Good communicator happy working in teams to deliver projects on time

Preferable:

- Experience with Magento and other CMS systems
- JavaScript frameworks (Angular JS and/or Backbone JS)
- Working knowledge of PHP & MySQL
- Photoshop, illustrator

Job Role: Web Developer

I notice that the agency is looking for someone who can use the latest technologies to create engaging websites, is excited by new developments and prepared to try new things to make their website better. **These are therefore the things that I need to stress when presenting my own Interactive media products.**

Skills: The main skills are HTML, CSS and JavaScript. **I also notice that experience with Wordpress, debugging with inspector tools and Foundation/Bootstrap frameworks are required.**

Other skills to stress are **good communication skills,**

team working and meeting deadlines.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Job Role: **Digital Reporter**

I notice that the agency is looking for someone who can create and deliver digital content to readers of local newspapers. **This is a permanent position and a formal journalistic qualification is required.**

Skills: Once again knowledge of HTML (and Photoshop) is required.

Other skills are a forward-thinking approach to new media and technological advances and a passion for all things digital – **This means I will need to provide evidence of an interest/use of new technologies when I present my own skills.**

Archant is looking for a Digital Reporter to assist in the delivery of engaging, innovative and inspiring digital content across its Suffolk brands, helping to grow the digital audience on each title within the region.

This is an opportunity to help shape Archant Suffolk's digital strategy – and to drive the centre's digital offerings forward to even more success.

We are looking for someone to:

- Create and deliver digital content to our audience in an engaging way to encourage consumption
- Combine commercial and editorial content to maximise revenues
- Ensure each brand retains its unique voice

The successful candidate will have:

- A formal journalistic qualification (full NCTJ minimum, but preferably at NQJ level)
- A basic knowledge of HTML
- A working knowledge of Photoshop
- A forward-thinking approach to new media and technological advances and a proven track record of creating interactive content
- An interest in sport would be beneficial

We are looking for someone with a passion for all things digital who will work with local editorial and sales teams to grow their knowledge, engage with our communities and build our digital revenues.

We offer 5 weeks annual leave, contributory pension and life assurance scheme (after qualifying period) and all the benefits of working for a large media organisation. The salary will be in the range of £18,000-£20,000 per annum.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Job Role: Video Creative - Animator

We are looking for an Animator who can manage a broad set of styles and techniques.

You love to brainstorm with others and bring ideas to life. The Video Creative will assist the Video Director and Creative Lead in the pre-production phase. You will be responsible for storyboarding and all other pre-production functions such as creating style frames, animatics, etc. You will be involved in the creative process from ideation to delivery, guiding the external production companies in the production phase. Your creative responsibility will grow as you progress in your role.

You are curious, pay attention to details and take pride in your work.

You address feedback from commissioners in a timely manner, communicate needed time and understand given feedback.

- Previous experience from production in an entertainment or advertising environment
- Highly experience in creating storyboards, mood boards, style guides and other necessary pre-production assets
- A high level of creativity and a true passion for marketing and advertising
- You know visual communication by heart and can quickly do concepts and mock-ups to communicate your ideas
- You are a motivated team player
- Direct and record cinematics for marketing

Skills to create Thrills

Art theory basics is a must (i.e: Composition and Color Theory).

- Excellent skills in storytelling and editing
- Working knowledge in of 2D and 3D animation
- Excellent skills in After Effects and Photoshop
- Working experience in an agile project environment

Tasty bonus skills

- Working knowledge of Maya or other 3D softwares
- Experienced in typography and graphic design
- Social media savvy
- Knowledge of Redshift or Arnold

Apply by sending in your CV, showreel with projects breakdowns of your contribution and storyboard examples.

Our Kingdom

King is a leading interactive entertainment company for the mobile world, with people all around the world playing one or more of our games. We have developed more than 200 fun titles, and our games are played and enjoyed all around the world. King has game studios in Barcelona, Berlin, London, Malmö, Singapore, Seattle, Shanghai and Stockholm along with offices in Bucharest, Malta, San Francisco, Seoul and Tokyo. King is an independent unit of Activision Blizzard Inc. (Nasdaq: ATVI), which acquired King in February 2016.

This role focuses on pre-production skills.

This is a freelance role and therefore the company are more likely to ask for previous experience because they will want someone to come straight into the role. The required experience is with storyboards, mood boards, style guides and pre-production assets.

Skills: Art theory, 2D and 3D animation, After Effects and Photoshop (again) and experience of agile project management.

I also notice that to apply for the role you have to send CV, showreel with projects and breakdowns of contributions to storyboards.

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Job Role: Junior Creative Copywriter

I notice that the agency want someone with a degree and someone who understands advertising and marketing principles, graphic design, knowledge of search engine optimisation (SEO), social media, digital marketing and an enthusiasm for web trends and technologies.

One recurring theme in these job adverts is the desire to find an applicant with enthusiasm and understanding of the latest trends and technologies.

✉ Send ☆ Save Apply



Junior Creative Copywriter (Digital)

Recruiter	Red Sofa London
Location	England, London
Salary	£25000 - £30000 per annum
Posted	29 Mar 2017
Closes	26 Apr 2017
Ref	AMB45223
Contact	Amalie Byass
Contract Types	Permanent
Hours	Full Time
Design Disciplines	Advertising, Digital / Web
Job Functions	Copywriter

My client a boutique pure play creative agency are looking for a copywriter to join their team. The ideal candidate would be an inspiring individual with a unique voice and a distinctive writing style as well the ability and experience to think creatively. We would highly value previous experience for a consumer brand or even themselves reflected through their various social profiles. This is a great opportunity to work on world-class clients and an award winning supportive team.

Attributes:

- Strong understanding of advertising and marketing principles
- A degree or diploma in language, Journalism, Communications or any other related field
- 1 - 4 years experience with working for an advertising or marketing agency (traditional or interactive) preferred
- Knowledge of search engine optimization, social media, and digital marketing
- A keen enthusiasm for and basic understanding of Web trends and technologies
- A solid understanding of marketing and advertising principles
- Ability to actively contribute to strategic brainstorming, campaign development, creative brief development and creative execution
- Ability to work on multiple projects simultaneously and effectively juggle different writing demands

Understanding of graphic design and a keen appreciation of the interplay between textual and visual elements

Job Title: Media Content Producer - 12 month contract

Requisition ID 110042 - Posted 04/13/2017 - Temp - CMO - Marketing - Guildford - Surrey - United Kingdom - Europe

We are EA
We entertain millions of people across the globe with the most amazing and immersive interactive software in the industry. But making games is hard work. That's why we employ the most creative, passionate people in the industry.

The Challenge Ahead:
As the Media Content Producer you will deliver first class consumer facing digital banners and video assets to support EA's local territory marketing campaigns. Managing multiple projects to communicate, drive and deliver global advertising materials for International partners. The team manages campaign coordination, adaptation, and localization for digital banner and video assets which are deployed for use across all consumer facing touch-points, such as advertising, TV, web and social media.

You will support international advertising campaigns to ensure creative concepts are regularly communicated, track central asset deliverables ensuring territory needs are met, gathering opt-ins, producing bespoke assets, localize and deliver across EA's full portfolio of titles. This role supports across all titles in the EA plan.

What a Media Content Producer does at EA:

Adaptation Production Management: offering and managing localization production for local territories and media teams. Compile all International asset needs and communicate to Core Creative leads/LOC teams to ensure global schedules are developed. For requests outside of US masters, develop bespoke production of advertising assets for TV, Digital, and Print. This includes managing the cut down edits to shorter lengths, additional edit requirements, re-formatting and creating multiple banners assets (dynamic and static) to work in multiple media locations such as Facebook, twitter and paid for media working from supplied assets and brand toolkits.

Relationship Management: be a core contact point between asset end users and core content creators to streamline communication. Point of contact for EU territory PM's to approach for advertising updates on asset delivery and changes to requirements.

Process & Systems: Input into the development of core process between core creatives and internal/external partners to continually assess process to improve efficiencies, set technical requirements and standards, develop core communication and reduce cost. Ensure systems are maintained to enable consistent data for planning and driving schedules.

1st Party: Develop solid understanding of 1st party agreements, legal requirements, approval submissions, communication of local restrictions. Communicate any 1st party challenges as a prior task to avoid any lengthy delays in approvals at the back end. Managing media compilation from Media teams and agencies to share with 1st party for media plan approval.

One Team Environment: Daily meetings to ensure work is on track, any barriers to success can be communicated to the wider team and flexibility in project ownership is key.

The next great EA Media Content Producer also needs:

- Agency experience (media, marcoms, creative, production), experience in media and managing media agencies
- Able to multi-task and thrive in a busy environment. The ability to juggle multiple projects at once with a good eye for details is vital. Inquisitive by nature you will be genuinely interested in why, how and what consumers think and perceive.
- Experience managing and driving maximized output from within or with agency teams
- Have a good understanding and technical knowledge of formats, HTML5 code, Edge Animate, Video specs, TV Specs, etc.
- Ability to develop assets in line with the strategic vision, a high creative taste level and demonstrate an understanding of the consumer marketplace into which the Company sells its products.
- Ability to execute strategies and programmes consistently and flawlessly. As a key player in Worldwide and Pan-European communications campaigns, the candidate must have a strong international orientation and an ability to consult with and ultimately drive campaign across disparate geographies.
- Capacity to manage a large, complex and fast paced asset development calendar. A proven track record in executional excellence is a must.
- Outstanding verbal communication skills are necessary. Poised, confident and resilient in formal and informal settings with senior executives, peers, European colleagues and other business partners. Written communication skills should be exceptional.
- Excellent skills at influencing, shaping, initiating dialogue across the organisation on topics relevant to the communications strategy, identifying barriers and generating a consensus support for the solution.
- Ability to grasp and analyse complex situations and quickly create well-reasoned solutions to get the job done.
- Fluency in English essential, other languages beneficial

Job Role: Media Content Producer (Temporary 12 month contract)

This role is for EA, a major gaming company, to produce digital banners and video assets for marketing campaigns.

Skills: Understanding of HTML, Edge Animate, Video specs, TV specs. I notice that outstanding verbal

communication skills are required i.e. poised, confident and resilient in formal and informal settings with senior executives, peers, colleagues and business partners. **This means that the skills learnt through presenting my own products and skills will be vital in developing a career in the Interactive media industries.**

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Working Freelance in the Interactive Media Industry

The two main ways of being employed in the Interactive media industry are Permanent and Freelance. 24% of the workforce in the creative sector is freelance (*source*: www.thecreativeindustries.co.uk). Here are the advantages and disadvantages of being employed in a freelance capacity:

	Advantages	Disadvantages
Freelance Roles	<p>Flexibility –You can work when and how you choose, which means you can get a better work/life balance.</p> <p>Creative Freedom – you can choose the projects and the clients that you want to work for because you are generally your own boss.</p> <p>Earnings potential – You can charge your own rates, take on more projects and reduce your overheads to generate a higher annual income than if you had the same job as a permanent member of staff in a company.</p>	<p>Unreliable – there is no guarantee of work and your workload and income may be uneven throughout the year. This may mean long hours at certain times of the year, whereas full time permanent workers generally work the same hours throughout the year.</p> <p>Reputation – in order to be successful as a freelance media practitioner, you will need to build up a good reputation in the industry, as much of the work may come from word of mouth recommendations. You also have to promote yourself, your own work and your own skills.</p> <p>No employer benefits – no regular wage, company pension, holiday pay or sick pay.</p> <p>Isolation – you don't have the same interaction with work colleagues as a permanent member of staff – although you can still connect with other media professionals through social media and you do still work as part of production teams (although normally on short term contracts).</p> <p>Legal and Ethical considerations – you have to take responsibility for all the legal and ethical considerations of your work because you are accountable.</p>

		<p>Administration – you need to be organised to balance the workload between creative work and administrative work, such as project management and sending out invoices. You need self-motivation and self-discipline.</p> <p>Resources – you may not have access to the same resources as large companies, such as the latest technologies.</p>
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Withdrawn

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Methods of Presenting an Interactive Media Product

At different times in your career you will need to present Interactive media products, perhaps to secure employment, promotion or as part of your role. Here are some opportunities to present a product in the Interactive media industry:

Method of Presentation	Strengths	Limitations
Digital Portfolio	<ul style="list-style-type: none"> • Suitable for showcasing multiple projects • Can be used to showcase different types of product, such as moving image, audio, games, apps, websites • The portfolio can be updated easily with new projects • Specific projects can be made to stand out/emphasised • Cheap to produce 	<ul style="list-style-type: none"> • Time consuming to build an effective digital portfolio • Can be large file sizes, making it harder to distribute
Promotional video	<ul style="list-style-type: none"> • Ideal for moving image projects • Easy to distribute 	<ul style="list-style-type: none"> • Not suitable for all media sectors e.g. interactive print media • Difficult to update • Time consuming to produce • Users don't have much control over how they watch e.g. can fast forward or rewind but difficult to focus on specific projects • Games, websites and apps generally included through screen recordings, so users can't actually use the products
Viral marketing	<ul style="list-style-type: none"> • Free to distribute • Huge potential to generate interest, views, word of mouth 	<ul style="list-style-type: none"> • Difficult to target a specific audience
Interactive showcase	<ul style="list-style-type: none"> • Demonstrates skills in new technologies, such as HTML, CSS and JavaScript • Suitable for showcasing all types of product, including apps, websites, games, print and moving image 	<ul style="list-style-type: none"> • Requires advanced practical skills to make an effective interactive showcase • Time consuming to build and maintain

	<ul style="list-style-type: none">• More engaging for the user• Easy to distribute	
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Withdrawn

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Learner evidence (cont'd):

Methods of Promoting Skills

Here are some ways you may want to promote your skills in the Interactive media industry to secure further career opportunities:

Method of self-promotion	Strengths	Limitations
Showreel	<ul style="list-style-type: none"> • Ideal for moving image, gaming and audio skills • Good way to demonstrate practical skills and creativity, as the showreel itself is a creative interactive product • Provides an opportunity to stand out from the competition • It is an established method of demonstrating practical skills within the Interactive media industry • Free and easy to distribute digitally • Engaging way to demonstrate skills • Can be used to reflect the personality of the individual 	<ul style="list-style-type: none"> • Not always easy to update with new products/skills • Time consuming to produce • Not appropriate to all sectors e.g. interactive print media
Digital CV	<ul style="list-style-type: none"> • Flexible, as it can be adapted for different purposes/jobs • Free and easy to distribute digitally • Demonstrates practical skills • Suitable for all interactive media sectors/skills • Quick and reliable way to communicate skill levels 	<ul style="list-style-type: none"> • The concise nature of a CV may not accurately reflect depth and breadth of practical skill • Difficult to stand out from the competition
Exhibitions/galleries	<ul style="list-style-type: none"> • Creative control over the products/skills on show e.g. lighting and sound • It's an 'experience' for the audience and therefore more memorable • Opportunity to meet the visitors and explain the products/skills in evidence 	<ul style="list-style-type: none"> • Expensive to hire a space for exhibition/gallery • Relies on others choosing to visit/view the exhibition/gallery • It's temporary

	<ul style="list-style-type: none"> • Can generate networking opportunities 	
Web presence e.g. online portfolio	<ul style="list-style-type: none"> • Good for mixing personal projects with professional work/skills • Easy to update with new products/skills • Cheap and reliable way to demonstrate skills, just involving the cost of a web domain and hosting • Benefits from interactivity e.g. users can focus on one particular sector/skill set • Appropriate for all media sectors/skills • Engaging way to demonstrate skills • Demonstrates practical skills in HTML, CSS and JavaScript, which are essential skills for employment in Interactive media industry • Can reflect the personality of the individual 	<ul style="list-style-type: none"> • Time consuming to build the initial portfolio • Relies on an internet connection to view the portfolio
Social media e.g. Facebook, Twitter, Instagram	<ul style="list-style-type: none"> • Opportunity to generate traffic, excitement, word of mouth • Access to huge potential audience • Free to use • Opportunity to communicate with users/ audience • Easy to update 	<ul style="list-style-type: none"> • Limited control over the environment, as others can leave comments • Only provides a snapshot of products/skills • Easy to get lost in the huge volume of social media activity

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 1 Understand how to promote their skills and present an interactive media product in the creative media industry (cont'd)

Grading descriptors	Example
Pass: Describes a single method of presentation and promotion in addition to the client needs and opportunities available in the industry.	No additional information available.
Merit: Describes at least 2 methods of presentation and promotion in addition to the client needs and opportunities available in the industry and <u>makes some links between them.</u>	No additional information available.
Distinction: Describes a wide range of methods of presentation and promotion in addition to the client needs and opportunities available in the industry and <u>explains how they are linked.</u>	No additional information available.

Justification for awarded grade:

The learner has shown an understanding of the vocational context for Learning Outcome 1 through the description of different purposes for presenting interactive media products. The inclusion of relevant examples is the first sign that the learner is beginning to explain the links between presenting media products to a client, to the intended audience and to develop employment opportunities.

The learner effectively describes different types of client and how their needs were met through different methods of presentation. The learner also explains why each method of presentation was selected within the context of the interactive media industry.

The learner has selected a range of job advertisements for different roles in the interactive media industry, such as Web Developer, Digital Reporter and Junior Creative Copywriter. The learner has highlighted the aspects of each job opportunity that need to be considered when presenting interactive media products and promoting themselves, such as skills and personal qualities. Although a more structured explanation of how methods of presentation and promotion are linked to job opportunities within the creative media industries would have benefitted the learner, the learner has considered how these selected job opportunities will influence the promotion of his own skills. It is also good practice to provide the source of any secondary material used with the evidence for assessment.

Overall, the learner has described at least four methods of presenting interactive media products and his own skills, and drawn sufficient links between presentation and promotional methods and client needs and job opportunities within the industry to meet the Distinction criteria.

Grade awarded for this learning outcome - Distinction

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 2 Present an interactive media product and promote their skills

Learner evidence:

The learner has produced a digital portfolio to present the website he produced in response to the Gather Lincolnshire client brief (Unit 03) and to promote his skills. This digital portfolio is in addition to the work produced previously for Gather Lincolnshire client brief (Unit 03)

The evidence is in the folder called **Digital Portfolio**. Open **index.htm** to access the digital portfolio.

Withdrawn

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)**Learning outcome 2 Present an interactive media product and promote their skills (cont'd)**

Grading descriptors	Example
Pass: Selects and uses technical skills to present and promote an interactive media product.	The learner will present their interactive media product to an audience making appropriate use of a range of technical skills.
Merit: Selects and uses a combination of the <u>most appropriate</u> technical skills and equipment to present and promote an interactive media product.	The learner will present their interactive media product to an audience, combining the most appropriate technical skills and equipment in relation to the assessment points.
Distinction Selects and uses a combination of the most appropriate relevant skills, equipment, materials <u>and</u> processes to present and promote an interactive media product.	The learner will present their interactive media product to an audience, combining the most appropriate technical and communication skills, equipment, materials and processes in relation to the assessment points.

Justification for awarded grade:

The learner produced a website in response to the client brief from Gather Lincolnshire (Unit 03) and has produced a digital portfolio to present that interactive media product and to promote his skills.

The assignment brief states that the audience for the project is media students attending a workshop on careers in the interactive media industry at a digital design agency. In this context, the learner has selected an appropriate method to present and promote the product: a digital portfolio. The digital portfolio enables the user to view different projects, including the website for Gather Lincolnshire, in their own time and is an effective showcase to promote the learner's skills.

The digital portfolio is highly accomplished for this level. There is no requirement for the learner to include evidence of the process of producing the digital portfolio within the delivery and assessment guidance detailed in the specification and therefore the submitted digital portfolio is sufficient evidence for assessment.

The combination of HTML, CSS and JavaScript to produce a digital portfolio that includes functioning navigation, a responsive design, a contact form, an image slider and CSS animations is evidence of the appropriate use of technical skills, equipment, materials and processes. The learner also demonstrates a good awareness of audience and purpose, as digital presentation skills are used effectively to promote their work and their skills. Not only is information provided about the learner's skills but the digital portfolio itself is a highly effective demonstration of communication and practical skills being utilised for a specific audience and purpose.

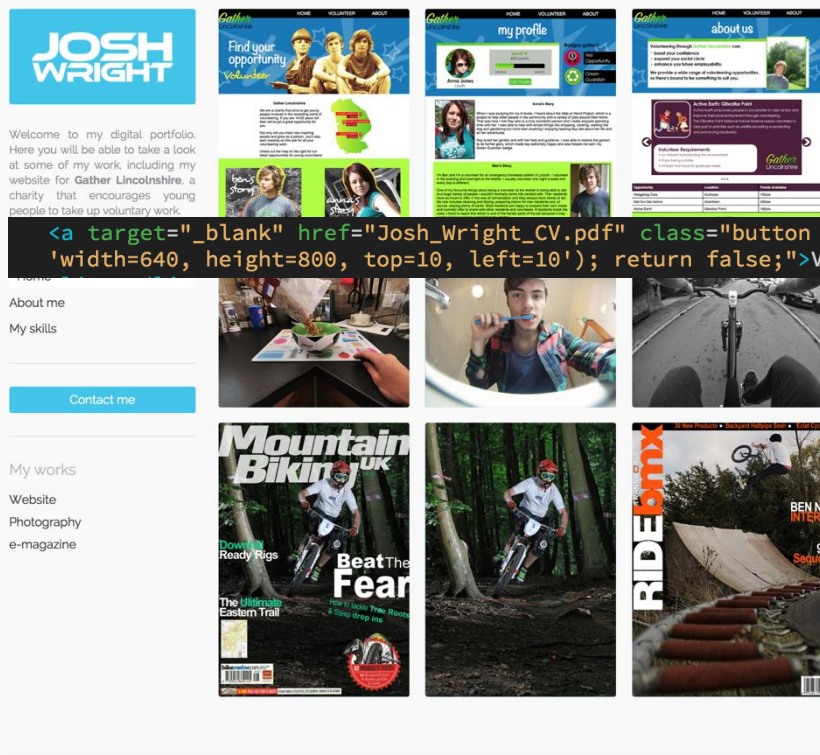
Grade awarded for this learning outcome - Distinction

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills

Learner evidence:

Task 3: Review



This is the digital portfolio that I created to showcase my website for **Gather Lincolnshire** any my skills.

The specific audience for my work was delegates at a workshop for media students interested in entering the

```
<a target="_blank" href="Josh_Wright_CV.pdf" class="button red" onclick="open(this.href, this.target, 'width=640, height=800, top=10, left=10'); return false;">View my CV here</a>
```

interactive media industry. I assumed that the delegates would be aged 16 to 18 years and therefore would be more interested in an interactive format. For example, alternative methods of showcasing my work included a presentation using presentation software like Prezi or Keynote. However, I would have been limited by how much information I could have included on each slide and the link to the **Gather Lincolnshire** website and my CV are much more effective using HTML and JavaScript than if I had created links in presentation software.

For example, I used HTML to create a link to my CV on the 'My skills' page and used target=" _blank" to open the CV in a new browser window. I then used the following JavaScript to fix the size of the browser window to 800x640 pixels so that you could view the CV at its original resolution alongside the original web page.

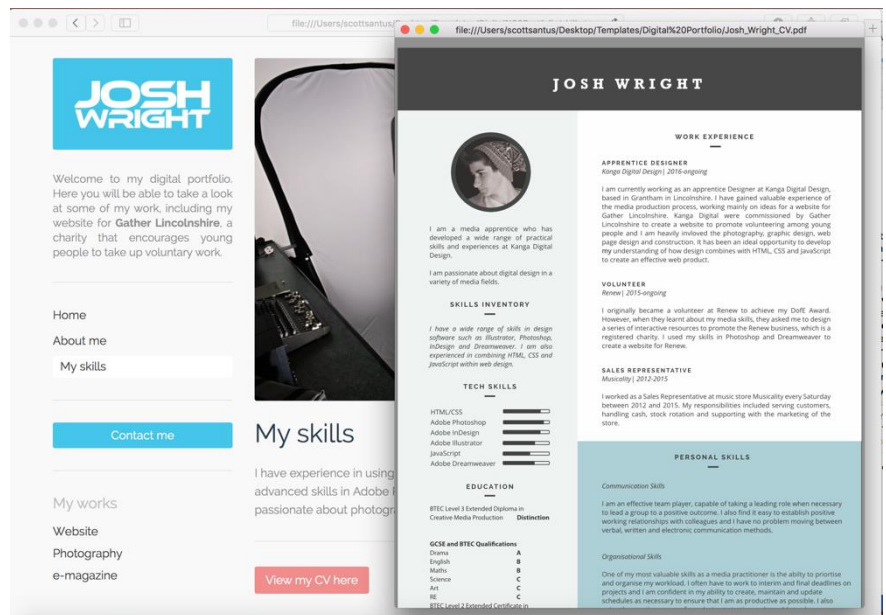
Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

The effect is shown on the right. Unfortunately, the CV takes too long to load, which is a weakness because the user may click off the page while waiting. One improvement would have been to reduce the file size of the CV in Photoshop to reduce the loading time in the web browser. However, being able to open the CV in a separate browser window is a major strength because it can be viewed, minimised or closed independently of the digital portfolio.

Also, skills in presentation software are not directly relevant to employment in the interactive media industry whereas HTML, CSS and JavaScript are and that is why I wanted to showcase my work and skills using these essential coding languages. I think it is a strength that not only am I telling users about my skills but I am also practically demonstrating the skills through the range of interactive features that I have included within my digital portfolio.



Other ways of presenting my work included creating a video. The strengths of a video are that it would have been an engaging way to demonstrate my work and could have been distributed digitally to delegates through the internet or YouTube. However, the user would not have been able to navigate their way around the **Gather Lincolnshire** interactive product through a video, I would have had to just demonstrate the website, which may have been frustrating for some of the audience.

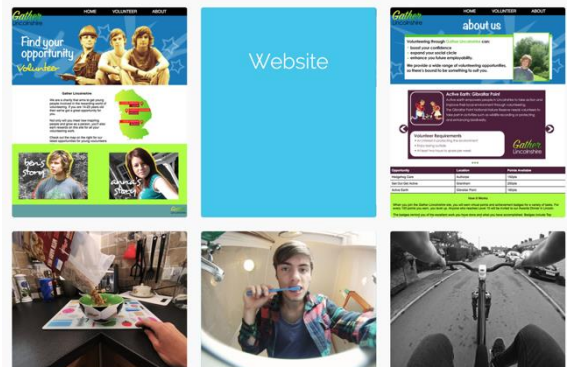
Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

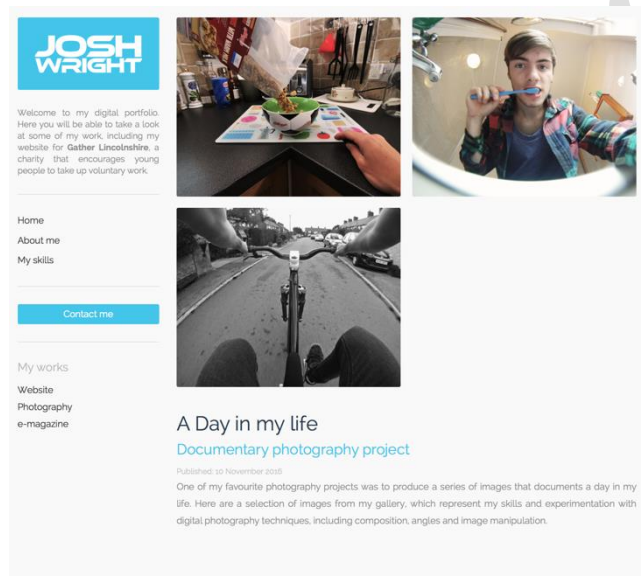
Pages

I used Photoshop to create the logo. The font was Ethnocentric, which is a modern-looking sans-serif typeface. I think was an effective font choice because it is an unusual and interesting font choice. I think the colour scheme is bright, vibrant and appropriate for the young audience. Mainly, I wanted the focus of the page to be on the images with only a small amount of text to support the images. The main content section of the page is just images, as shown on the right. However, I added a rollover effect to make it more interesting and interactive. Each image links the relevant project page, which includes a description of the project and a slide show of the images.



For example, the photographs on the second row link to the Photography project page (shown below). The use of a hierarchy of font sizes emphasises the title and sub-heading. I used the <h1> and <h2> elements to create this, which is appropriate use of HTML code because it gives a consistent page structure.

I wanted to use an interesting font for my digital portfolio because it makes the page more attractive and the text more readable than if I had used a boring, standard font. The reason that most websites use the same fonts is because those are the typefaces found on most computers. I knew, however, that CCS3 supports @font-face, which means you can use custom fonts. I used Google Web Fonts because it's free and it means the font I used is properly licensed and widely supported, meaning it will appear as I want for most users. The font I chose was *Raleway* and the Google Web Fonts site provides the code to include in your HTML header. Using the *Raleway* font helps to make my portfolio stand out.



Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

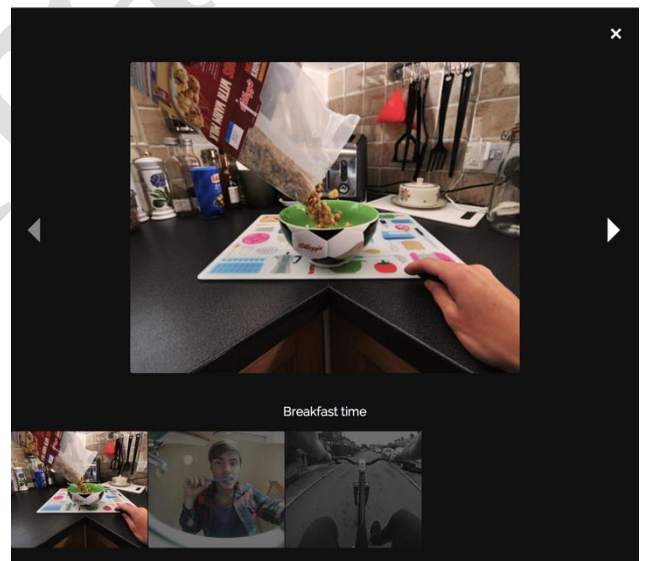
Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

In the text on each of the project pages, I stressed important aspects of my skills, such as my willingness to experiment, my engagement with the production process, my use of new technologies.

However, one weakness of the home page is that the images don't quite fit all of the page content on them. This is because I wanted to use the same sized image on each row but the pages for each project were not all the same size, for example my web pages for **Gather Lincolnshire** were all the same width but different heights. Originally, I wanted all the images to be the same size on each row but this meant cropping even more of the page content. My compromise was to have the same width for every image for consistency of design but different heights on each row. Unfortunately, as I say this has meant that some content has been cropped off the images. The main issue with this is that the same images are used on the project pages for the image slider. This means that the user does not see the whole web page for the **Gather Lincolnshire** site in the image slider. However, there is a link on the project page to the whole site, where the user can view every page of the project.

The image slider was created with CSS animations. I believe this is another effective feature of my digital portfolio that enables further interactivity and user engagement. Each image has a caption and the user can move through the images using either the arrows or by clicking on the thumbnail images. One further improvement would have been to vary the images to be more appropriate for each project. For example, the documentary photography project had more images which I should have included, whereas the e-magazine did not need to have three images. One weakness of the whole portfolio is that I did not have enough project work to include in the portfolio.



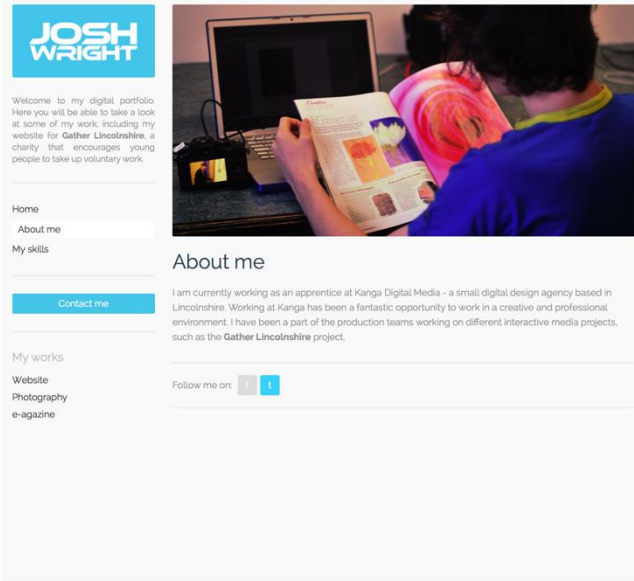
Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

The About me page had a simple structure. The image in the header was one that I set up to show the tools that media students who want to work in the interactive media industry use regularly, which were a

laptop, digital camera and tutorial resource. I did not include much information on this page and one improvement I would make is to re-write this text to make it more relevant to the user e.g. the specific audience may be looking to find their own media apprenticeship and more information about this, such as a day in the life of a media apprentice would have been more relevant to the audience. I also included links to Twitter and Facebook, which roll over in the colour of each social network and which match the simple, elegant site design. However, they do not link to anything because I don't have a Twitter or Facebook account. This is only a minor drawback though and it makes it easy to add a working link when

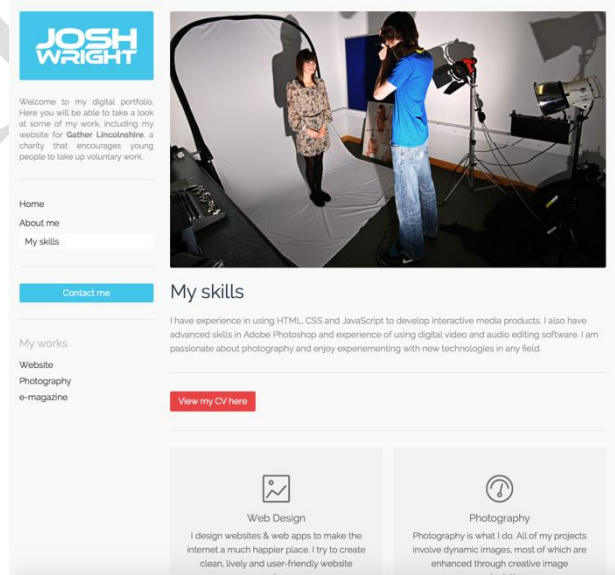


I set up social

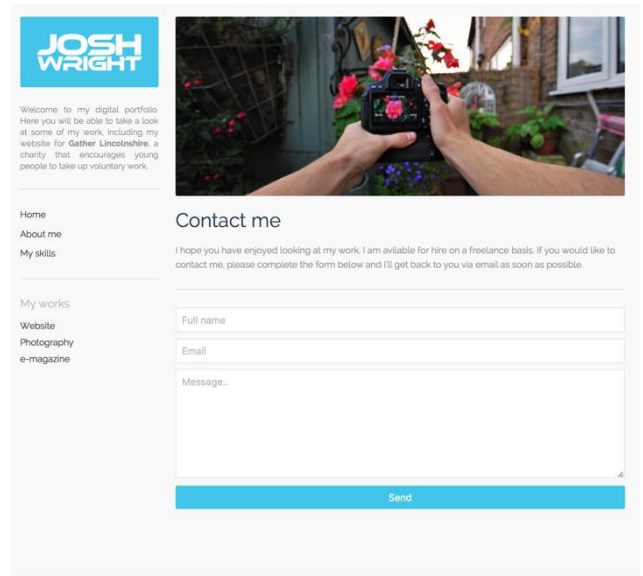
media accounts.

I would have liked to use a different image on the My skills page because I do not think this image represents enough skills in the interactive media industry. I would have preferred an image of me using different software to create interactive media products.

I stressed that my skills include HTML, CSS and JavaScript because these were essential skills that were mentioned in most of the job adverts that I looked at. I also mentioned new technologies, which was also a recurring theme in the job adverts. I added the link to my CV on this page because I wanted the users to know how important a CV or resume is to attracting employment in the interactive media industry. This allowed me to provide more detailed information about my skills. The two boxes on the bottom of the page were an experiment in design. I think the use of icons is effective and adopts a common web design technique seen in many professional sites. Also using the shaded grey boxes shows my use of design principles: alignment and repetition. Whereas I used red for the CV link to deliberately stand out from the rest of the page, an effective use of contrast, I deliberately aligned the contents of the two boxes to create symmetry in the design, which makes it easy for the user to access the information.



I included a contact page, which was accessible through the home page. I think it is a strength of the portfolio to have a way of contacting me. I used CSS so that the form fields match the rest of the site design, including the send button. I also used JavaScript to validate the form, which means the user is prompted to complete the fields. The improvements I would make to this page are that the text does not make it clear for the reason for contacting me. Although it states I am available as a freelance practitioner, this is probably unrealistic and does not reflect the audience and purpose of the portfolio. It would have been better if I had stressed that I wanted users to contact me about strengths and weaknesses of the portfolio and the **Gather Lincolnshire** website, which would have been more relevant from the audience of media students. Also, although the contact form is functional it doesn't actually work unless I add a working email address to the PHP.



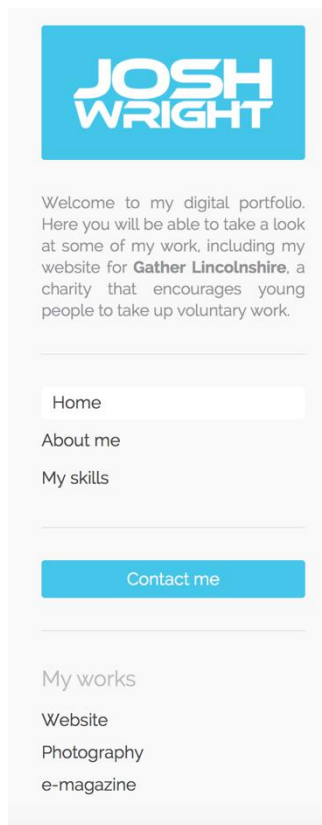
A more important improvement would have been replacing the image in the header with a map that users could interact with, showing the location of Kanga Design. This would have demonstrated another skill, using an iframe to include a map such as Google Maps into my portfolio. One of the major strengths of my portfolio is the high level of practical skills in interactive media design that I have demonstrated and using the Google Maps API (Application Programming Interface) would have shown another practical skill.

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

Navigation



The navigation of the site is important to the success of the portfolio and so I decided to make the navigation bar run vertically and take up one third of the page's width. This was deliberate because I wanted the user to always be able to navigate around the site from any page. The main three pages are Home, About me and My skills. The contact me button is used to separate the three main pages from the My work pages. The navigation bar is effective because of the design – the white background appears in the hover state, which along with the animated effect makes it clear that the button has been selected. The navigation also works because of the space around each link. The links are not crowded and the whole design works because it is modern and minimal.

Responsive Design

I wanted my portfolio to be responsive so that it works on all types of screen, like tablets and smart phones. This is a massive advantage of my portfolio, as the delegates at the workshop may not have access to a computer or laptop.

The first step was to add the viewport tag to the meta data to control the width and scaling of the viewport. I set the 'width=device-

```
<head>
<meta charset="utf-8">
<meta name="viewport" content="width=device-width">
<title>Digital portfolio</title>
<meta name="author" content="Josh Wright">
<meta name="description" content="#####">
<meta name="keywords" content="#####"/>
<link rel="stylesheet" href="css/foundation.css">
<link rel="stylesheet" href="css/style.css">
<link href='http://fonts.googleapis.com/css?family=Raleway:40'
</head>
```

browser's
content to
width' to match

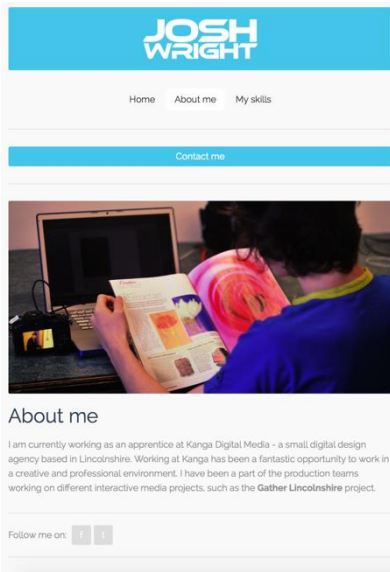
the screen's width, as shown here:

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

I then used media queries to make the portfolio responsive. The @media rule is used in the CSS and is triggered when certain conditions are met. For example I used 'max-width: 640px' which means when the browser is smaller than 640px the layout changes as shown in the image of the About me page below. I also had to set all the image sizes in percentages to make them responsive, which means they can scale up and down with the browser window because they are relative (to the size of the screen) not fixed. If I had used fixed widths then the images would not have reduced with the page size, which would force users to scroll horizontally resulting in a poor user experience because it's normal for users to scroll vertically but not horizontally.



I think that using responsive design techniques successfully is a major advantage of my portfolio because I have demonstrated one of the hardest and essential interactive media techniques and proved that I have a high level of practical skill that is relevant to the interactive media industry. The responsive design of my portfolio was also one of the common strengths that was identified among the user testing proving it was popular with the specified audience. However, I didn't test the portfolio on different devices like tablets and smart phones just on a

browser because that would mean uploading the portfolio to the Internet, which requires buying a domain name and hosting space on the Internet.

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

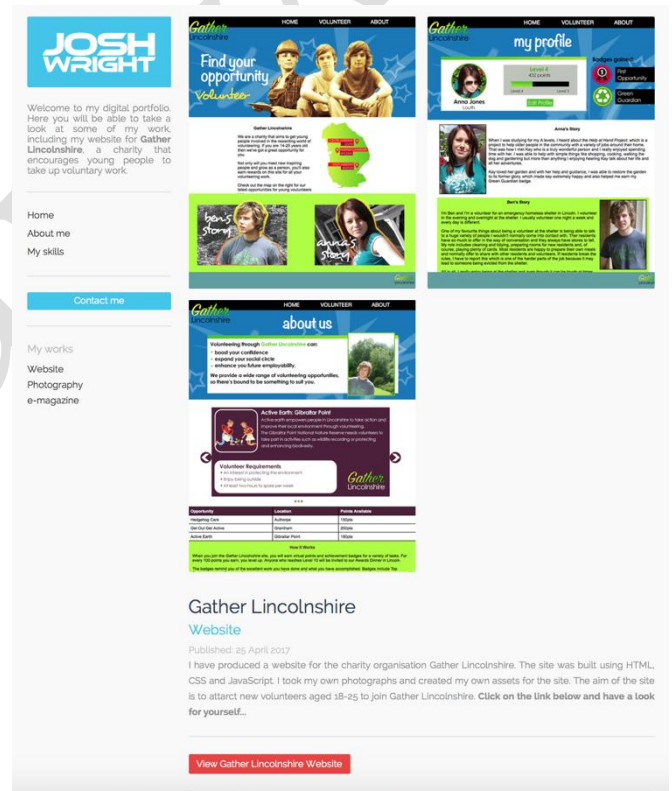
Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

Presenting the Gather Lincolnshire website

One of the requirements of the digital portfolio was to present my website for the **Gather Lincolnshire** project. I included screen shots of the three pages in the site on the home page, which can also be accessed through the Website page of My works and the image slider. This effectively shows the site design and is meant to tempt the user to click on the link to see the website. I made the button red to stand out so that the user's attention is drawn to it and to tempt them to go to the full Gather Lincolnshire website. I kept the text short so as not to distract from the most important aspect of the page, which is the link to the full website, however, the text does set the context for the project.

I used target=" _blank" in the <a href> link element so that the **Gather Lincolnshire** website opens in another browser window. This is important because I wanted the user to still be able to access my portfolio and be able to browse the **Gather Lincolnshire** site and having two windows open in the browser was a good way to make this happen.



Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

Feedback from the Specified Audience

I wanted feedback from the target users, so I asked a panel of media students to use my digital portfolio and this is a summary of the main strengths and weaknesses that they identified:

- It looks very professional. The design, font and colour scheme all work well. I like the lines between the writing.
- The images are all interesting but there is a lot of repetition. There should be more work to look at instead of just the same images every time.
- Some of the images are cut off and they don't fit, which is a bad thing.
- There is lots of really nice features like the animations, image slider, contact form, rollovers.
- It's a bit boring because there isn't a lot on the site – the links to social media don't work.
- It's a really good way to promote your work. All the images look great and the links to the CV and the volunteering website are all professional looking and I think this is a really good example to show to media students.
- The site is responsive, which is really cool and something I'd like to know how to do.
- The image slider works really well and all the links and features work as they should, except the CV takes a long time to load.
- Easy to navigate. Lots to click on. Good images. I like it a lot.
- The social media links don't work and there should be a link to videos on YouTube so it's not as boring.
- A really good design and not too much writing but there's not a lot on the pages.
- You can't see all the writing in the images.
- The contact form looks really good.
- I like the fact that the layout changes when you re-size it.

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

Areas for Improvement (ranked in order of importance)

This table shows the possible improvements to my digital portfolio:

Ranking	How the site could be improved	Justification
1	I would redesign the home page so that all the images are the same size. I would create a thumbnail image size that fits all the page content in and alter the images so that there were more images of the documentary photography project and fewer images of the e-magazine project. The portfolio would also have looked better with more projects to look at but I didn't have any more work to include.	It looks messy because not all the page content fits the thumbnail images on the home page. The projects didn't need to all have three images. Using two or four images would have made the 'My works' pages more balanced.
2	I would change the About me page to focus on my work as an apprentice at Kanga Media e.g. include information on a day in my life. I would replace the image with a Google Maps API of where to find Kanga Design and make sure that the Facebook and Twitter links work – I could even change these to links to Kanga Design's social media pages and add a link to Kanga Design's YouTube channel.	It would be more relevant to the specified audience to focus on my role as an apprentice and to provide further information about the work of Kanga Design.
3	I would optimise my CV so that it loads quicker in a web browser.	The fact that it takes more than 5 seconds to load provides a poor user experience and users may think there is a fault because nothing happens for so long.
4	I should have included more information about the Gather Lincolnshire project. Although the user can link to the website, I could have added a screen recording on the portfolio to explain all the features of the site and the lessons learnt through the development process.	One of the criteria for this project was to present my work for Gather Lincolnshire . I think an explanation of how the site was created, the key points in the development process and lessons learnt would have been interesting for the target audience of media students.
5	Make it clear on the Contact me page that this function is available to message me about strengths and weaknesses of the portfolio and my work. I could add a working email to the contact form but the messages would still not be sent unless the portfolio	I would be a better use of the contact me function to generate feedback from my target audience on strengths and weaknesses of my work to help me to improve.

	was uploaded to the Internet, which means buying a domain name and paying for hosting.	
6	The coding could be refined. For example, I didn't complete all the content for the metadata or add alt text for all images.	Including meta data for 'description' and 'keywords' improves SEO (search engine optimisation) meaning that the site will appear higher in searches through search engines (if uploaded to the Internet). Including alt text would improve the site's accessibility.

Withdrawn

Unit 04 Present and promote an interactive media product (D/615/3954) (cont'd)

Learning outcome 3 Review the presentation of their interactive media product and promotion of their skills (cont'd)

Learner evidence (cont'd):

Grading descriptors	Example
Pass: <u>Identifies</u> a range of strengths and weaknesses with supporting evidence.	The learner will identify different areas for improvement and strengths and weaknesses in the presentation and promotion of their interactive product, drawing on supporting evidence (such as feedback from others and self-reflection).
Merit: <u>Identifies</u> a range of strengths and weaknesses with supporting evidence and <u>describes the impact on the overall outcome.</u>	The learner will identify different areas for improvement and strengths and weaknesses in the presentation and promotion of their interactive product. The supporting evidence (such as feedback from others and self-reflection) will be used to describe the outcomes of the presentation/promotional activity against the learner's initial intentions.
Distinction: <u>Describes</u> a range of strengths and weaknesses with supporting evidence, showing evidence of <u>recognising different levels of importance.</u>	The learner will describe areas for improvement and different strengths and weaknesses in the presentation and promotion of their interactive product. The supporting evidence (such as feedback from others and self-reflection) will be used to make judgements about the relevant importance of each of the assessment points.

Justification for awarded grade:

The review describes a wide range of strengths and weaknesses of the digital portfolio in relation to the original audience and purpose: which was to provide an example of a method of showcasing interactive media products and skills to inspire media students who want to pursue a career in the interactive media industry. Examples are clearly described, with supporting screenshots, and areas for improvement are explained throughout the response.

The learner begins by justifying the selection of format and medium and evaluates the use of software processes and techniques throughout the review, for example the effectiveness of the contact me page and how this could be improved in relation to audience and purpose. Although the review does not consider the use of hardware, there is compensation within the internally assessed units and the grade awarded can be based on the standard of work for the learning outcome as a whole. All the assessment points have been covered within the review because the use of software has been evaluated in depth.

Having reflected upon the evidence of audience feedback and his own self-review of his work, the learner has completed the review by describing the areas for improvement and justified their relative importance.

Grade awarded for this learning outcome - Distinction

Evidence and Grading Tracker

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

A breakdown of the grades awarded for each learning outcome within unit 04 is shown below in this example of a completed Evidence and Grading Tracker, a blank copy of which is available on the qualifications page on our website for use or adaptation.

A **Distinction** grade can be awarded for the unit as a whole.

Unit 04 Present and promote an interactive media product (K/615/3954)

Learning outcome 1

You will:

Understand how to promote your skills and present an interactive media product in the creative media industry

You must know about:

- types of clients and their needs
- types of job opportunities in the interactive media industry
- methods of presenting an interactive media product
- methods of promoting your skills

You will	Location of evidence (eg hyperlink/portfolio page number and type)	Link your assessment task here
understand how to promote your skills and present an interactive media product in the creative media industry	Written report p4-17	

Grading descriptors for learning outcome 1			
NYA	Pass	Merit	Distinction
			✓

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)**Learning outcome 2**

You will:

Present an interactive media product and promote your skills

You must demonstrate:

- methods of presenting an interactive media product
- methods of promoting your skills

You will	Location of evidence (eg hyperlink/portfolio page number and type)	Link your assessment task here
present an interactive media product and promote your skills	The evidence is in the folder called Digital Portfolio . Open index.htm to access the digital portfolio.	

Grading Descriptors for learning outcome 2			
NYA	Pass	Merit	Distinction
			✓

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)

Learning outcome 3

You will:

Review the presentation of your interactive media product and promotion of your skills

You must consider:

- selection of format and medium
- use of hardware/software
- strengths and weaknesses
- areas for improvement

You will:	Location of evidence (eg hyperlink/portfolio page number and type)	Link your assessment task here
review the presentation of your interactive media product and promotion of your skills	Written report p21-32	

Grading descriptors for learning outcome 3			
NYA	Pass	Merit	Distinction
			✓

Unit 04 Present and promote an interactive media product (K/615/3954) (cont'd)**Unit summative feedback**

Grading Descriptors for unit K/615/3954			
NYA	Pass	Merit	Distinction
			✓
<p>IQA/EQA feedback</p> <p>You have produced a wide range of appropriate evidence for assessment of Unit 4: Present and promote an interactive media product.</p> <p>Your written reports for Learning Outcomes 1 and 3 adopt appropriate report writing conventions such as headings, subheadings, tables, screenshots and bullet points, which support understanding. However, you should appropriately acknowledge any copied material, such as the job advertisements in Learning Outcome 1.</p> <p>You have responded well to the real-life situation established in the assignment brief, and throughout each task you make detailed reference to audience and purpose. You have also covered all the assessment points for each learning outcome and made good use of class time to produce a highly effective digital portfolio, which makes creative use of a wide range of communication and technical skills, as well as practical processes and techniques.</p>			

I confirm I have graded this work against the grading descriptors for the qualification.

Overall unit grade: Distinction

Date submitted on the Portal:

Teacher/Assessor Name: Chris Simpson

Signature: *Chris Simpson*

Date: 14/03/17