

CME -4102 - 20 Digital Content Creation - 2022/23 -  
Assessment 2:  
50% - Reflective Evaluation Essay/Podcast and script outline.



**Task: write an evaluation essay or record a podcast to reflect on your experience of working on a client brief. This is an individual assignment.**

**The first page of your submission should be the outline of your written evaluation or podcast script (using bullet points), submitted on wk/c 9th January 2023 via email to your tutor.**

**Final deadline : Tuesday 24th January 2023 at midday (12pm) Via Minerva.**

**Use the structure below.**

Introduction :

Introduce your project and some of the theoretical frameworks around media enterprise you are going to talk about. Include reference to your own research on digital media content in week 2.

[250 words or 1 minute]

Section 1 :

Discuss your response to the client brief and how you developed your pitch and approach to the project. Include references here to research on pitching and working in teams. What influences did you draw on for the creative response to the brief? Include these too.

[500 words or 2mins]

Section 2 :

Discuss the filming of the client-led brief. Reflect on how it related to your planning? Discuss where things went wrong as well as right. Evaluate what you learned from the experience? Refer to some theory about small enterprise working and evaluate how it relates to your experience. [500 words or 2mins]

Section 3 :

Discuss the post-production phase of your project. Reflect on the interim feedback from your client - how did you respond to any changes? Discuss theories around managing budgets and the demands of the client from your research. Evaluate might this influence your work in the future? [500 words or 2 mins]

Conclusion :

Summarise your learning from the whole project and explain how it will feed into your future work linked to media enterprise theory and practical work for clients. Include the final feedback from your client and evaluate how it will help you in future work of this nature. [250 words or 1 min]

When creating a podcast, think about appropriate audio elements from your project you can include to illustrate your learning and which help to illustrate your reflective commentary. You can include audio excerpts from research interviews and/or from your final film submission.

**Kit:** you can use any of the following to record your podcast :

Phone, Tascam hard drive recorder, podcasting suite.

### **Assessment Criteria :**

1. Has the student reflected on their learning through the module and referenced practical examples and related theoretical texts?
2. Has the student reflected on their planning, pitch and experience of team-working in relation to their role?
3. Has the student reflected on their experiences of filming, how it related to the planning phase, and evaluated how theory relates to their own

experiences in relation to their role?

4. Has the student reflected on the post production phase and client feedback and evaluated how they will use this in their future work in relation to their role?

5. Has the student used appropriate referencing, and paid attention to spelling and grammar and/or adhered to appropriate production values for podcasting?

Recommended listening :

Techno : A Social History (2022) BBC Radio 4

<https://www.bbc.co.uk/programmes/m00199y6>

The Fellowship Inn - Project Evaluation (2019) Streetsigns

<https://streetsigns.online/THE-FELLOWSHIP-INN-REBUILDING-A-NEW-HOUSE-FOR-THE-PUBLIC-by-Les-Back>

Reflection and Evaluation (2021) Audible

<https://www.audible.co.uk/pd/Episode-2-Reflection-and-evaluation-part-1-Podcast/B09HQ4B5MY>