

# Production Controlled Assessment Planning Task Sheet

Name:

Product: CD COVER

	Research	Layout	Photo	Font	Language	Audience
OPTION 1	Use the materials that you have brought in to make an image montage or mood board reflecting the conventions of your text. You might like to group similar objects together to show their similarities.	Draw a detailed sketch of what you want your product to look like. You might like to consider what the main image is, what font you might like to use and what language would be effective.	Draw a floor plan of your photo shoot. Consider the position of everything that you may need i.e. lighting, the camera, the model, props, the background etc. Make sure that all details are labelled.	Gather a collection of different fonts, 5-6 will do, and arrange them in a scale from the most suitable for your product to the least suitable for your product. Consider why and label.	Create a word pattern of overlapping words and phrases that you think would be appropriate for your product.	Draw an image of what a typical audience member for your product would be like. Annotate the key features such as age, gender, class, hobbies, interests, lifestyle etc.
OPTION 2	Write a brief paragraph or bullet point list describing the main features of the texts that you have brought in for research. What do they have in common? How are they different?	Write a short paragraph describing what you would like your final design to look like. You could include the colours, the language and the images that you would like to use.	Make a list of all of the items that you will need for your photo shoot under the headings: Costume, Props, Location and Equipment. Make sure that you include everything that is needed.	Gather a collection of 3-4 different fonts that you could use for your product and write a Pros and Cons list for each one. Why would they be good for your product? What problems might there be?	Write 2-3 sentences that uses appropriate language for your product and explore, using a thesaurus, alternative words that you could use. What words are the most effective?	Do a fact file of your typical audience. What age are they? What gender? What class? What do they like to do? What brands are they interested in? Where might they shop? Is there any other information that you could provide?
OPTION 3	Anatomy of a media text. Annotate 2-3 examples that you have brought in with the conventions that you have identified for that type of media text. Make sure that you use media language.	Cut sections of paper up to represent the different elements of your design and experiment with different positions of them until you are happy with it. Use this as a layout plan.	Create a montage from magazine images to show what you want from your main image in terms of model, poses, costume, backgrounds etc. Label the important aspects.	Choose 3-4 fonts and consider where you might see them being used. Find an appropriate image to represent the place that you might find that font. Consider whether this link would help attract your audience.	Think of 3 words that are appropriate to your product and connect with it. Build up 3 mind maps of as many words that you can think of that connect to each of the three starter words. What collection is the most appropriate for your product and audience?	Write a diary for your typical audience. What would they be doing throughout the day? You might like to consider how your product would feature in their day? When might they use it? What for? How important is it to them?

You need to complete at least one task from each of the vertical columns. You may choose any of the options to complete but all of them need to be done in detail and presented in an appropriate way. Remember that you will use this information when making and evaluating your product.