

Task 3: Learning objective review – part 2 completed

www.ccqi.org.uk/task3learningoutcomesreview

	Course	Original learning outcome By the end of the lesson, learners will:	New, impact-focused learning outcome By the end of the lesson, learners will:
1	Media (Radio) level 3, year 2	'recognise the nature of, and demand implicit in, the <i>[project]</i> brief.'	demonstrate their understanding of the brief by producing a project plan setting out how the brief's nature and implied demands will be met, together with the reasoning behind the chosen strategies.
2	Media level 2	'be in a position to be writing a first draft <i>[of press release]</i> with standfirst and introductory paragraph, as well as planning documentation saved in preproduction folder.'	have analysed and evaluated a selection of press releases, clearly articulating the impact on the reader of the standfirsts and introductory paragraphs, and used this new understanding to produce a draft plan for their own article.
3	Media (TV and film) level 3, year 1	'know about how different advertisements highlight the characteristics of products.'	have analysed a varied selection of advertisements and produced a terminology-rich, evidence-based evaluation, which demonstrates a clear understanding of how unique product characteristics are promoted.
4	Media (TV and film) level 3, year 2	'have developed their video production idea through further research and planning.'	have evaluated their video production ideas for the clarity of the key communication messages and/or the dramatic/emotional impact on the audience. Through research on published film material, learners will clearly articulate their opinions of the impacts they felt, and show, through careful reflection and planning, how this experience will influence the development of their own work.
5	Media (TV and film) level 3, year 2	'have presented and explained their video proposal idea with clarity and an engaging style. As a result of subsequent group critiques, learners' use of media terms, and the ability to form opinions using evidence, will have improved significantly, enabling them to reflect effectively in writing on how their own work will now develop.'	(This is a well-written learning outcome.)

