

## Year 12 to Year 13 SIL Creative Digital Media Production

This is your summer independent learning tasks for Creative Digital Media Production. You will be given tasks based on preparing you for Unit 8: Responding to a commission.

### **Compulsory Task: Self Health Commission**

The compulsory task is to complete Activity 1, 2 and 3 in the commission by Self Health – link here: <https://bit.ly/3wsT9U1>

You will need to choose to either “Commission 1: Promotional Video for use on social media” or “Commission 4: Print advertising campaign” to complete the activities for. A quick summary of each activity is below.

Activity 1 – Rationale (Write a rationale of your ideas in response to the commission you have chosen. Your rationale will be assessed on:  
consideration of the commission

- interpretation of the commission
- meeting the requirements of the commission
- justification of approaches used to inform ideas.

#### Activity 2 – Pitch

Write a pitch of your idea to Self Health, that is no more than 350 words. Your pitch will be assessed on:

- your idea and solution in relation to the stimulus material
- the refinement and succinct communication of the pitch
- your understanding of the potential of the commission
- the practicality of your solution.

#### Activity 3 – Proposal

Write a proposal for your idea. Your proposal will be assessed on your:

- understanding of technical media production processes
- use of the medium and targeting of the audience
- communication of a plausible idea
- consideration of logistical implications

### **Strongly recommended task: Activity 4**

Your strongly recommended task for your SIL is to complete Activity 4 for the Self Health commission. You should choose two tasks from the list in the Self Health brief which are relevant for your chosen commission.