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**Assignment Brief – BTEC**

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| **Programme** | | Level 3 Extended Diploma in Creative Media Production (Games Development) | | | |
| **Unit number(s) and title covered** | | Unit 6: Critical Approaches | | | |
| **Assignment number & title** | | Assignment One: Understanding Audiences and Products | | | |
| **Student name** | |  | | | |
| **Assessor** | | David Matravers | **Internal Verifier** | *James Shaun* | |
| **Date issued** | | *01.10.2018* | **Submission deadline** | *19.10.2018 at* ***4.30pm*** | |
| **Assessment Criteria** | **To achieve the criteria, the evidence must show that the student is able to:** | | | | **Assessor confirm met** |
| P1 | Describe how media producers define audiences with some appropriate use of subject terminology | | | | No |
| P2 | Describe how media producers create products for the specific audiences with some appropriate use of subject terminology | | | | Yes |
| M1 | Explain how media producers define audiences with reference to detailed illustrative examples and with generally correct use of subject terminology | | | | No |
| M2 | Explain how media producers create products for the specific audiences with reference to detailed illustrative examples and with generally correct subject terminology | | | | No |
| D1 | Comprehensively explain how media producers define audiences with elucidated examples and consistently using subject terminology correctly | | | | No |
| D2 | Comprehensively explain how media producers create products for audiences with elucidated examples and consistently using subject terminology correctly | | | | No |

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| **Assessor feedback - 1st submission** | | | | | | | | | |
| *Task No* | *Targeted Criteria* | *Met* | *Comment* | | | | | | |
| 1 | P1 | No | Good start Lewis, you have given brief descriptions on some audience demographics and said to what effect they are used, if at times this could have been developed with more detail, but you have described at a basic level some audiences and demographics features and collection methods but the range of these is not enough, so you have not been awarded P1. You have an audience profile, but you have not included how they are made or to what purpose.  You have also clearly identified and described how two products are created for specific audiences and included the types of those audiences, but again this was at times brief with some unsupported sweeping statements. You have used some examples but these could have been more confidently used, this is why you have been awarded P2. I have highlighted some minor spelling errors, primarily though you have not fully explained how the products are targeted towards specific audiences, though you have made some progress towards this already.  I am awarding you a resubmission opportunity to improve this assessment. | | | | | | |
| 2 | P2 | Yes |
|  |  |  |
| **Did the learner meet the original deadline or agreed extension?** | | | | Yes ☐ | | | | | |
| **Assessor signature** | | | \\bwstahs1201\stausers\SHAUNJ\My Pictures\Jim Signature.jpg | | | | **Date** | | 11/11/18 |
| **Resubmission authorised?** | | | | Yes ☐ | | | | | |
| **New agreed deadline date for submission** *\* must be within 10 days of receiving original assignment back* | | | | **23/11/2018** | | | | | |
| **Lead Internal Verifier signature** | | | \\bwstahs1201\stausers\SHAUNJ\My Pictures\Jim Signature.jpg | | | **Date** | | 11/11/18 | |
| **Assessor feedback - Resubmission** | | | | | | | | | |
|  | | | | | | | | | |
| **Assessor signature** (resubmission only) | | |  | | **Date** | | | |  |

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| **Scenario** | | | |
| Despite the move to digital platforms and a significant drop in physical sales, games journalism is still a significant sector in media and a source for many in the decision-making process for selecting new purchases.  There are a number of current issues in games journalism, from gender roles, discussions on rating systems and whether publishers should be allowed to block negative reviews, but fundamentally games journalism provides a service to the average consumer which remains a powerful platform.  You have gained an internship at FNGRGUNS (Finger Guns), an entertainment journalism site set in the South West. You have been requested to write a series of pieces on their “Publishers Insider” column to give consumers a clear picture or the critical approaches used by media producers to target their audiences and make effective products. | | | |
| **Tasks and criteria covered** | | | |
| **Task 1**  For this task you must comprehensively explain how media producers define audiences, including the processes and methods used to identify and categorise these audience. Your explanations should include the techniques of audience research used and what specifically the categories of audience demographics are.  You should formulate your explanation in a detailed report which covers:   * Quantitative methods used by media producers such as questionnaires, Views/Platform hits and collected by agencies such as BARB and RAJAR. * Qualitative methods used by media producers such as Interviews, focus groups, surveys   In terms of the definitions of audiences and their products, the following bulleted list should be covered, and your explanations should be sufficiently detailed to include an explanation of the purpose of each audience demographic. There should be some consideration on what the systems are used for and to what purpose, i.e. Psychographics/ABC to inform on newspaper selections and how audience profiles are constructed.   * Audience profiles for specific products *i.e. define the product and explain the audience* * Socioeconomic Status * Age * Psychographics * Gender * ABC * Geodemographic * Mainstream/Alternative   [Task Covers P1, M1, D1]  **Task 2:**  In this task you must examine the following products, **Shadow of The Tomb Raider** and **Animal Crossing: Pocket Camp**.  These products have been specifically designed for specific audiences, and their producers have used a range of codes and techniques to effectively target these audiences.  You must explain how these two products are constructed to be appealing to the specific target audiences. You should ensure your explanations are detailed and links to specific content of the selected products. You are recommended to use images and examples from the products to support the points that you make, and ensure you fully explain how the audience is targeted.  You explanations of both products should include:   * Full Descriptions of the audience for each product including audience demographics * Language * Colour * Technical and Symbolic Codes * How the product appeals to specific psychographics and ABC demographics * Fonts * Content   [Task Covers P2, M2, D2] | | | |
| **Evidence you must produce for this task** | | | |
| Fully completed portfolio with all bold headings written about. | | | |
| **Sources of information** | | | |
| **Textbooks**  Baylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Student Book  (Pearson, 2010) ISBN 978-1846906725  Baylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Teaching Resource  Pack (Pearson, 2010) ISBN 978-1846907371  Baylis P, Holmes P, Starkey G – BTEC National in Media Production (Heinemann Educational, 2007)  ISBN 978-0435499198  Abercrombie N, Longhurst B – The Penguin Dictionary of Media Studies (Penguin, 2007)  ISBN 978-0141014272  Branston G, Stafford R – The Media Students Book (Routledge, 2006), ISBN 978-0415371438  Briggs A, Cobley P – The Media: An Introduction (Longman, 2002) ISBN 978-0582423466  Clark V, Jones P, Malyszko B, Wharton D – Complete A-Z Media and Film Studies Handbook (Hodder Arnold,  2007) ISBN 978-0340872659  Gillespie M, Toynbee J– Analysing Media Texts Issues in Cultural/Media Studies (Open University Press, 2006)  ISBN 978-0335218868  McDonald K – Film and Television Textual Analysis (Auteur, 2005) ISBN 978-1903663547  O’Sullivan T Dutton B, Rayner P – Studying the Media: An Introduction (Hodder Arnold, 2003)  ISBN 978-0340807651  Taylor L, Andrew W – Media Studies: Texts, Institutions and Audiences (Wiley Blackwell, 1999)  ISBN 978-0631200277  **Websites**  www.asa.org.uk – the Advertising Standards Authority  www.barb.co.uk – Broadcasters Audience Research Board  www.bbfc.co.uk – the British Board of Film Classification  www.englishandmedia.co.uk/mediamag.html – the English and Media Centre  www.imdb.com – a movie database  www.mediaknowall.com – a web guide for media students  www.mediawatchuk.org – campaign for accountability and decency in the media  www.ofcom.org.uk – the regulator of the UK’s broadcasting, telecommunications and wireless  communications industries  www.rajar.co.uk – official body in charge of measuring radio audiences in the UK  www.vlv.org.uk – the Voice of the Listener and Viewer | | | |
| **Student checklist** | | | **Complete?** |
| Proofread work | | |  |
| Reference / Bibliography (if applicable) | | |  |
| All pages attached and numbered – including introduction/conclusion/front sheet | | |  |
| **Authenticity of Evidence Student declaration** | | | |
| I certify that the evidence submitted for this assignment is my own.  I have clearly referenced any sources used in the work.  I understand that false declaration of authenticity (i.e. plagiarised work) is a form of academic misconduct and the relevant College procedures will be instigated if I am found to be in contravention of these. | | | |
| **Student signature** |  | **Date of submission** | 01/10/18 |
| **Re-authentication of Evidence Student declaration (for resubmission only)** | | | |
| **Student signature** |  | **Date of resubmission** | 30/11/18 |

NB. Students – the assignment starts on the first page **after** these front sheets, i.e. Page 1.

* For your convenience, page numbers have been inserted into the footer. **Please keep them**.
* You may choose to add a contents table (ToC) in this section.
* Please **do** **not use text boxes** for the main body of your written answers.
* Please make sure that images/screenshots are correctly formatted, laid out and labelled. A table of Figures (ToF) may also be added if you wish.
* Make sure you use Page (or Section) Breaks whenever a new page is required. (Rather than adding large numbers of Return/Paragraph characters.) Ensure that new Section breaks continue with correct orientation and correct page numbers.
* Ensure that you have referenced your work throughout, using references in text and that you also have a reference list and full bibliography at the end of the work according to the current **Harvard Referencing** conventions. **Failure to do so will make your work more difficult to authenticate.**

**Task One:**

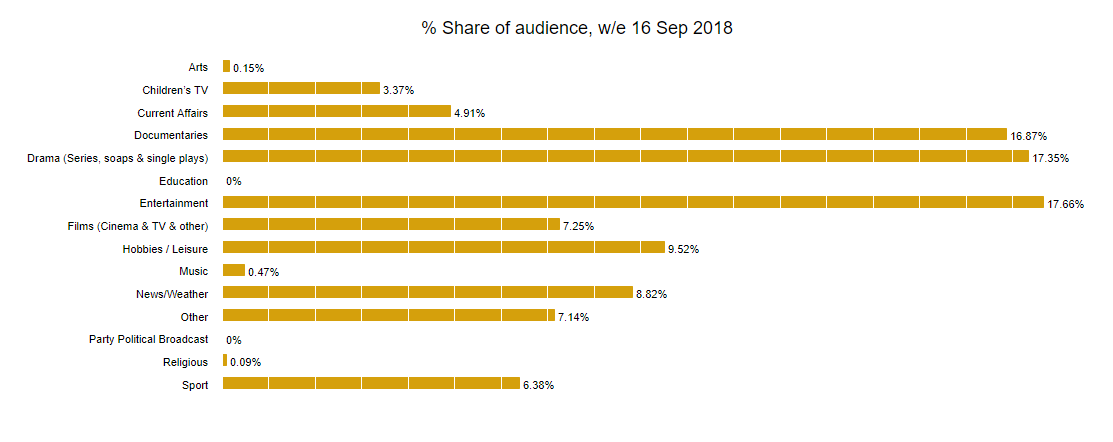
**Qualitative** is used to gain an understanding of underlying reasons, opinions, and motivations. It’s used to not only get the data but to understand why. Examples include interviews, reports, and observations.

**Quantitative** is mainly composed of numerical data and is used to get quick results, however is unreliable. Examples include surveys, online polls, and systematic observations.

BARB (Broadcasters Audience Research Board) is the organisation that compiles audience measurement and television ratings in the UK. It was founded in 1981 to replace two previous systems.

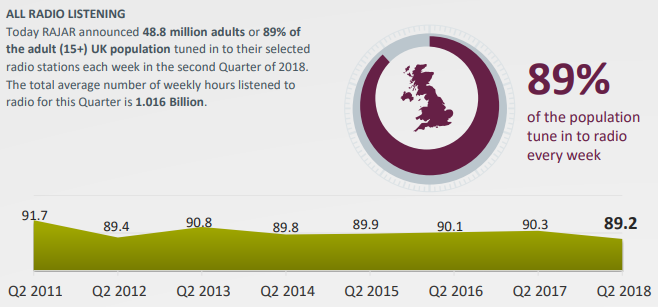
They’re Responsible for collecting data such as who is watching, what are they watching, when are the watching, the screen they’re watching on, and how did it get on the screen.

They gather device-based data information, by working with the broadcasters to embed software code into their services. This allows the system to generate data detailing (who is watching, what are they watching, when are the watching, the screen they’re watching on, and how did it get on the screen). They have their data collectors built into BBC iPlayer, ITV Hub, My5, Sky Go and UKTV Play. They record the viewing habits of the user when they’re watching.

With the data they collect they create charts detailing the percentages. 

**RAJAR (Radio Joint Audience Research)** is the official body in charge of measuring radio audiences in the UK. It is jointly owned by the BBC and the Radio centre on behalf of the commercial sector.

They collect information such as how many are listening, how long are they listening, what are they listening on, and where they’re listening. Below is one of RAJARs graphs, which displays how many people are listening to the radio. They use a “seven day listening diary” which approximately 110,000 adults are asked to fill out over 50 weeks.



My target game for the audience profile is Destiny 2. Below is the audience profile I created.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **What?** | **Why?** | **How?** |
| **Gender** | Male | The direction the game is being taken in is more appealing to males. | It uses things that are biologically masculine (Exploration, Leadership). |
| **Age** | 16 | The game needed to require extended play-time, during multiple days a week, while also having large amounts of violence. | The game features large amounts of violence but puts the player in a position where they’re only fighting aliens. The absence of blood and gore are also key features. |
| **Occupation** | Un-employed or part-time | The game needs a lot of time to be invested into repeating missions, to progress forward. | The power of the player is determined through the level of the weapons and armour, which are acquired through completing missions. |
| **Geodemographics** | UK, North America, Australia (English speaking countries). | The English language is standard for games made by Bungie/Activision. | The characters are all English speaking, although subtitles can be enabled for most languages. |

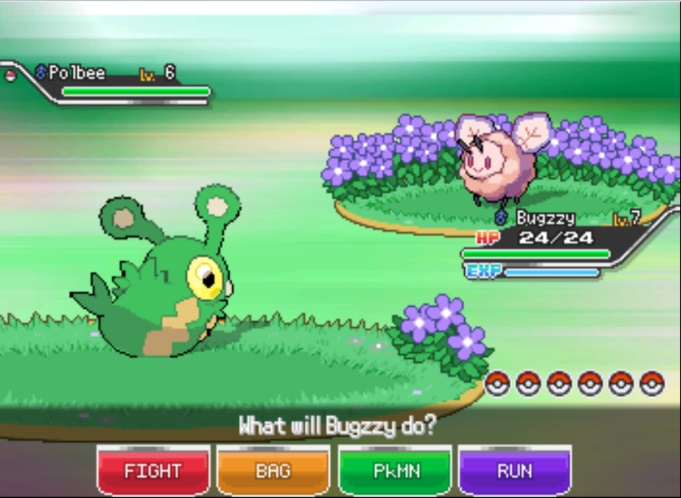
**What is an audience profile and why are they used?** An audience profile is a way for companies to determine their ideal target audience. Its information laid out with the demographic and how that demographic could be used.

They give the marketers an easy way of deciding on how to market the game. For example, if the game is on mobile the best approach would be to market it there. However, it’s also used by the designers to incorporate features and gameplay decisions that cater directly to the player.

**Socioeconomic status** is a combination of both a person’s economics and sociological status. It can be work experience, occupation, financial position, and education. The data is used to cater a game to the target audience. If for example the socioeconomic data shows long work hours, the game should not be a “grindy” RPG, but instead a more relaxed story-based game. This allows the developer to get maximum sales when the game is released, as marketing is arguably the most important factor to selling a game.

**Age** is the statistic that determines the content that the game contains. If the game includes decapitation like Mortal Combat, then the games age limit will be raised. Due to this reason the extent of violence, and gore are limited to increase the potential player base. The age limit is used to target the maximum number of players, while also creating a game they want to play. For example, Mortal Combat would not be as popular as it is now if all the blood and gore were removed. But, Pokémon would see the same fate if it had blood and gore.

Certain age groups are more likely to enjoy a product, therefor it’s important to research this. There’re many websites that list what age groups like what, which can be used to help decide the target audience.



**Gender** is the yes / no part of the decisions as certain genres are enjoyed by certain genders (Males like adventure / shooters. Females like Arcade / Puzzle). For example, Grand Theft Auto 5’s marketing was aimed at males, because males are more likely to play. This plays a big part in the marketing from the content of the adverts, to the game itself. If the game is aimed at 18+ males then there would be a large focus on shooting and adventure, and the game itself would reflect that. However, adverts tend to exaggerate the parts the aimed at the target audience, even if the game as very little to do with it.

There’re many studies that describe what genders like what and the can be used to help decide a target audience.



**Task Two:**

**Animal Crossing: Pocket Camp** appeals to a wide range of audiences to casual gamers all the way to hard core grinders. The games visual style and colour is designed around lower ages (4+) and the gameplay is designed to create a calm and colourful experience while playing.

In the game the player oversees a camp and must complete mini missions, like harvesting fruit and improving the camp with furniture (To attract visitors).

|  |  |
| --- | --- |
| Audience Demographics: |  |
| AGE | 4+ |
| gENDER | Female |
| geographics | N/A |
| occupation | N/A |

**Language:** The Game features no foul language of any kind, and if frequently overly friendly. The games language is designed to fit a minimum age of 4, therefore it must be this way.

**Colour:** The game features a vibrant and bright colour palette, which gives the player a calm mood while playing. This is mainly used because children of the age of 4 could find a darker tone to be distressing. Bright colours attract attention which is a very useful way of drawing attention to key areas. For example, in a cave lights and glowing crystals

**Technical and symbolic codes:**

Technical: (Story) In Animal Crossing: Pocket Camp the player attracts visitors to the camp through completing objectives which help your camp.

Symbolic: (Beneath the surface of what you see) The games design/structure encourages the player to complete the tasks which lead to the progression through the activities.

**How the product appeals to demographics:** The games feature appeal to a younger audience through having no foul language, its bright and colourful, its overly simplified, and includes animals as the characters.

**Fonts:** The games font is both bright and easy to read for a younger audience. This is because the words need to stand out and be read quickly, by a younger audience. This game uses a very generic font with a slight cartoonish feel, because it needs to be easy to read and be eye catching too.

**Content:** The games content is as follows no foul language, its overly simplified, includes animals as the characters, no drugs, alcohol or sexualised content, and no discrimination. This is because the games target audience is 4+, which means they can’t add this content. The game also doesn’t require any of these as features so implementing them would only raise the age rating, reducing the potential audience.

**Shadow of the Tomb Raider**

|  |  |
| --- | --- |
| Audience Demographics: |  |
| AGE | 18+ |
| gENDER | Male |
| geographics | English speaking country |
| occupation | N/A |

**Language:** The Game features foul language and is designed to fit a minimum age of 18, therefore has many opportunities to create content. There was no need to censor this out of the game, because it would be an 18+ anyway.

**Colour:** The game is dark and gloomy as this fits the theme of the genre. The setting is often either at night or in the shadows which adds a sense of mystery to the gameplay. Brighter colours are used to help guide the player through missions and in darker areas. Colours like red are also used to display danger to the player.

**Technical and symbolic codes:**

Technical: (Story) Lara is in a shipwreck and ends up on an island inhabited by violent cultists. Her friend is captured, so she sets off to rescue her and try to escape the island, having to make her way through various environments and kill many of the cultists and other enemies along the way.

Symbolic: (Beneath the surface of what you see) The games mysterious design allows for many questions about Lara’s true intentions and myths about seemingly unrealistic story’s.

**How the product appeals to demographics:** The game features adventure and realistic combat which is mostly enjoyed by the male gaming community. It has many features such as realistic combat, blood, and foul language which make the game 18+. It’s also in English and is a single player game.

**Fonts:** The games font is symbolic of dark and grimy caves, which fits the content of the game. Its recognisable as the font for the game, and lets new players know what the game’s about.

**Content:** The game features strong language, realistic violence, dark themes, and blood. This fits the game into the target audience making it more interesting to the potential buyers.