LEARNER ASSESSMENT SUBMISSION AND DECLARATION

When submitting evidence for assessment, each learner must sign a declaration confirming that the work is their own. You may use this form, or incorporate a learner declaration into an Assignment Brief front sheet.

Learner name: Rachell Lee	**Assessor name:** Jodi Moran
Issue date: 30/01/24 **Submission date:** 05/05/24	**Submitted on:** 05/05/24
Programme: Pearson BTEC International Level 2 Award in Creative Media	
Unit 1: Research, Develop and Propose Ideas for a Digital Media Product	
Assignment reference and title: 60682P Pearson Set Assignment	

Please list the evidence submitted for each task. Indicate the URL link where the evidence can be found and describe the nature of the evidence (e.g. video, illustration).

Activity	Evidence submitted	URL link to website evidence

1	*Activity 1.1:* Explore the purposes of three different digital media products.
	
	Document includes:
	● x3 examples of existing promotional products
	● Secondary Research Plan
	  ○ Audience Research
	  ○ Market Research
	  ○ Production Research
	● Primary Research Plan
	  ○ Audience Research
	
	Activity 1.2: Collecting and presenting research
	
	Slideshow includes:
	● Analysis of secondary and primary research, focusing on:
	  ○ Audience Research
	  ○ Market Research
	  ○ Production Research
	● Research conclusion
		https://sleepycodingcat.github.io/The-Aristo-Company/Media%20Pages/Unit%201.html#activity11

2	Idea generation for final product Slideshow includes: ● Initial idea generation	https://sleepycodingcat.github.io/The-Aristo-Company/Media%20Pages/Unit%201.html#activity2

		x3 detailed ideas • Conclusion and chosen idea	
3	The final product: a short video	https://sleepycodingcat.github.io/The-Aristo-Company/Media%20Pages/Unit%201.html#activity3

Additional comments to the Assessor:

Have a nice day :)

Learner 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 a false declaration is a form of malpractice.

Learner signature: _Rachell_

Date: 04/04/25