**Section 1: Planning**

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| 1. **Audience Research**   *Describe what you discovered during your research into audience, and explain how this influenced your plans.* |

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| 1. **Institutional Research**   *Describe what you discovered during your research into internal and/or external institutional factors, and explain how this influenced your plans* |

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| 1. **Key Aspect Research 1**   *Referring to one key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.* |

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| 1. **Key Aspect Research 2**   *Referring to a second key aspect of media from categories, language, narrative and representation, describe what you discovered during your research into content, and explain how this influenced your plans.* |

**Section 2: Development**

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| **Evaluation 1**  *Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)*  *b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)* |

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| **Evaluation 2**  *Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)*  *b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)* |

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| **Evaluation 3**  *Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)*  *b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)* |

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| **Evaluation 4**  *Describe the techniques or codes you used in this example, and then explain in detail the impact or connotations you intended. You can explain this generally, or link to such things as your target audience, purpose or anything else you consider relevant. (5 marks)*  *b Evaluate the strengths and/or weaknesses of this example. You should refer to aspects such as target audience, purpose, production processes, personal performance, potential strategies for improvement or anything else you consider relevant. (2 marks)* |