

Unit 1: Research for Creative Media Production

Aim and purpose

The aim of this unit is to enable learners to develop skills in the main research methods and techniques used within the creative media sector. Learners will do this through researching an existing media product and through undertaking research for one of their own production projects.

Unit introduction

Research underlies all media production, whether it be to gather materials for the content of a new production, assess technical and logistical requirements, or to establish the commercial viability of a proposed new product. Research is also undertaken into product sales and audience activity (what people buy, watch, listen to, and log on to, why they make the choices they make, what they like or dislike etc) in order to help media production companies decide what they want to make and how best to place their products in the market or the programme schedules. This audience research is also vital to advertising companies. Whatever the purpose of the research, the basic methods employed are much the same.

This unit will enable learners to develop an understanding of the basic research methods and techniques used within the creative media sector by undertaking research on an existing media product as well as undertaking research for one of their own media production projects. Through undertaking these two distinct research activities learners will learn how to identify reliable sources of information and then use them to gather relevant material. Learners will also develop skills in collecting, collating and storing the material gathered. Learners will then have the opportunity to present the results of their research.

Learning outcomes

On completion of this unit a learner should:

- 1 Know about research methods and techniques
- 2 Be able to use research methods and techniques to investigate an existing media product
- 3 Be able to use research methods and techniques to gather material for a media production
- 4 Be able to present results of research.

