Media Studies

Lesson 5: Planning your Digital Media Artefact

Bethany Davies

Task 1 - Creating a website

Assets that are needed to complete this task can be obtained here:

oaknat.uk/comp-digital-artefact

Task 1 - Client Brief

This worksheet contains four different client briefs for your 'Digital media artefact' project. Read through all of them, then decide on which brief you are going to follow for your project. You should choose one brief and then select one of the possible media artefacts listed at the end of the worksheet.

Write a paragraph outlining your decisions on your reasonings for picking the brief and media artefact that you decided upon.

Task 1 - Client Brief

Brief 1: New mobile game app

Client: App Aura

Product: Battle Beacon

Details: The client has developed a new mobile game called '**Battle Beacon**'. They require media artefacts to promote it across social media channels. The game is a multiplayer fantasy battle game set in a land of magic, honour, and war; think *The Lord of the Rings* meets *Game of Thrones*!

The media artefact needs to encourage people to download and install the app. It is a free app, but there are paid-for upgrade options within it. It is available on both Android and Apple devices. Their target audience is gamers aged 10 to 16.

They also require a logo for the game, which should be prominent throughout the media artefact as it will be used across app stores.

Task 1 - Client Brief

Brief 2: Agricultural robotics company

Client: Green Gaia

Product: Range of farming robotics

Details: The client has a new range of farming robotics that they wish to launch into the agricultural industry. They are keen to promote the 'green' angle of their products, with a focus on the increase in output and speed, and the associated reduction in costs, waste, and time from field to shelf.

The robots are focused mainly on the farming of crops and grains and can carry out tasks from the whole range of farming processes, including sowing, fertilising, monitoring and maintaining crops, harvesting, and packaging.

The range of robots does not yet have a name, and the company would like an updated logo too.

Task 1 - Client Brief

Brief 3: Medical artificial intelligence company

Client: Medical Algorithm

Product: New artificial intelligence product to detect brain tumours

Details: The client is ready to launch a new AI program to their medical customers that they claim can detect brain tumours with 250% more accuracy than human scanners and also process 100 times more scans per day than traditional methods. They are understandably keen to draw attention to the chance of earlier detection for many people, but are keen to downplay any ideas of AI and robotics removing jobs from people.

They have not yet named the AI product and also require a logo to be used throughout all media artefacts.

Task 1 - Client Brief

Brief 4: New driverless truck

Client: Journey Revolution

Product: A new automated, driverless truck for goods transportation

Details: The client has developed a new driverless truck. They claim that their product will reduce road traffic accidents by 98% in three years, compared to standard driver-controlled trucks. The new trucks also boast greater fuel efficiency and shorter journey times due to the centralised AI-based navigation systems.

They are yet to name their new truck and would also like a new logo to be designed for the company.

Task 1 - Client Brief

Possible media artefacts

All client briefs require a logo to be designed. This logo should be used in whichever media artefact you create.

You must also choose one of the following media artefacts to create for the client:
1. Promotional poster to be used across printed materials
2. Short video (1:30–2:00 mins) for promotion across social media
3. Multi-page website with a minimum of three pages: landing page, product details, contact details

Task 2 - Planning digital artefact

Using any of the pre-production methods, materials and techniques listed in the worksheet spend around 30 minutes planning your digital media artefact.