

Unit Title:	Working to a Media Client Brief
Unit Level:	Three
Unit Credit Value:	3
Unit Code:	WNI830
Unit Type:	Academic Subject Content
Unit Review Date:	31/12/2028
Graded / Ungraded:	Graded

This unit has 3 learning outcomes:

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Understand the requirements of working to a client brief.	1.1. Explain the requirements of working to a client brief.
2. Be able to respond to a media-based client brief.	2.1. Develop an appropriate response to a client brief. 2.2. Apply appropriate negotiation skills to a client brief.
3. Be able to evaluate the completed client brief.	3.1. Evaluate own work on completion of a client brief.

Assessment (Graded)

1. Meets assessment criteria	At least a Pass
2. Further grading	
<ul style="list-style-type: none"> Meets assessment criteria but not merit grading standards 	Pass
<ul style="list-style-type: none"> Meets assessment criteria and merit but not distinction grading standards 	Merit
<ul style="list-style-type: none"> Meets assessment criteria and distinction grading standards 	Distinction