**Evaluation of Production Work**

You need to address all the questions below.

For each question use a different type of media technology. You can use slideshare, prezi, or similar; video with voice over; video presentations/focus group discussion; blog posts or a technology of your choice.

Evaluation Questions

1. **In what ways does your media product use, develop or challenge forms and conventions of real media products?**
   * Discuss how your products have borrowed/developed/gone against/challenged conventions from existing products and how you have used your research to help you. Compare your products side by side with your research. Look at the conventions in detail – editing techniques, camera, mise en scene, use of graphics, sound etc.
2. **How effective is the combination of your main product and ancillary texts?**
   * Show how you have shown coherence across your three products and discuss how they work as a campaign
3. **What have you learned from your audience feedback?**
   * Gain feedback on your products – this can be through focus groups, questionnaires, one-to-one feedback.
4. **How did you use new media technologies in the construction and research, planning and evaluation stages?**
   * You could discuss:
     1. Use of the internet to help you with your planning and research
     2. Use of blogger, prezi, slideshare, survey monkey etc. to help you with your research and planning
     3. Specific tools you have used in Photoshop to manipulate your images
     4. How you have used the video camera equipment to capture particular shots
     5. Editing techniques you have used in premier to create special effects/graphics
     6. The technologies you are using for your evaluation