**Assessment feedback for LO2 Radio Drama**Be able to produce and pitch proposals and treatments for radio drama

In order to receive a ‘Pass grade’ students should attempt to explain ALL of the following in their treatment and pitch. You can mark LO2 as they present their ideas. You should ALWAYS refer back to your research in LO1 to PROVE why your drama will work and should be commissioned

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|  |  | 1st submission | Added for pitch |
| *Formats* | Eg single play, drama series, radio soap, drama serial, classic serial, dramatised factual documentary |  |  |
| *Narrative structures*: appropriate to style and scheduling, | Front cover Title and Illustration |  |  |
| Synopsis Short paragraph (3 lines) hinting at your drama content |  |  |
| Format Is your drama a single play, drama series, radio soap, drama serial, classic serial or dramatised factual documentary? |  |  |
| How does it fit into this format? |  |  |
| Discuss the conflicts and resolutions. |  |  |
| Detail the narrative and plot |  |  |
| How is it appropriate to your genre? |  |  |
| What narrative structure are you following and why?  Single strand, multi-strand, open, closed, linear, non-linear, realist, anti-realist. |  |  |
| When will your drama be aired and how is the narrative appropriate for that timeslot and station? |  |  |
| Character Profile | Name, gender, age, profession and relationship with others in drama |  |  |
| More detail analysis on characters such as background  history, personality, character traits (aspirations / what drives them) |  |  |
| Which characters are stereotypical and how?  Eg; Doctor, male, late 50’s, married with 2 children, lives in a 4 bedroom house in suburbs, drives mid range car |  |  |
| Have you labeled any character Eg; ASBO, ‘Blond bimbo’ etc… |  |  |
| Target Audience | What demographic is your target audience and why? |  |  |
| Is the content heavy on certain ideas / jargon Eg; hospital language |  |  |
| What expectations does your audience have due to the content and genre? Eg; is your drama Sci Fi based and therefore does your audience have an expectation for it to have certain sounds, certain characters or certain locations |  |  |
| Budget | How much will your drama cost?  Detail the cost of actors, hire of studio and download of sounds |  |  |
| Actors | Who will play your characters and why? Discuss age, gender, voice and understanding of character role |  |  |

**Pitch:** Students to be graded on:   
**Preparation of pitch**, e.g. slides, prompt notes, hand-outs (were they prepared? Did they turn up on time with the correct hand-outs and was the presentation / PowerPoint working?   
**Delivery of pitch** (How confidant were they during their pitch?  
**Response to feedback** (Could they answer all the questions?)

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| **P2** produce and pitch a proposal and treatment for a radio drama that targets a specific audience, working within appropriate conventions and with some assistance | **M2** produce and pitch a well- developed proposal and treatment for a radio drama that targets a specific audience showing some imagination and with only occasional assistance | **D2** produce and pitch a thoroughly thought-through proposal and treatment for a radio drama that targets a specific audience, showing creativity and flair and working independently to professional expectations |
| The written rough-worked ideas may demonstrate little application of related research from learning outcome 1. | The written rough-worked ideas will apply clearly at times the research carried out for learning outcome 1. | The creative element will be fully developed through application of research carried out in learning outcome 1. |
| Ideas will be sketchy and while including a working title, a scenario, some structural elements and a rough budget, proposals will lack detail and will follow conventional lines. | Ideas will be detailed and appropriate for the target audience; the proposal will include an effective working title, a clear and detailed scenario, a range of conventional elements of radio drama and an accurate budget. | Ideas will be of a sophisticated quality and will show creative flair. The proposal will include a highly appropriate working title, a very suitable and well worked-out scenario, succinct but detailed descriptions of a range of appropriate elements of radio drama, and an accurate budget forecast. |
| The pitch will be simplistic, contain pauses and the learner may resort to reading verbatim from a text. Engagement with the audience will be minimal. | In the pitch, the learner will show some confidence in addressing an audience. Topics will be ordered and logical and will develop the justification for proposal. | In the pitch, the learner will be confident, fluent in the appropriate use of technical terminology, able to engage with and convince the audience of the feasibility of the proposal. |
| The treatment will also be superficial and lack sophistication. Characterisations will be superficial and understanding of the target audience will be basic | The treatment will clearly identify exposition, conflict and resolution. The character studies will be in greater depth and begin to identify the motivations of the players, while understanding of the target audience will be good | The detailed treatment will address exposition, conflict and resolution using sophisticated language, and the character studies will analyse the motivations of the characters. A clear analysis of target audience will be provided. Technical vocabulary will be secure and used correctly and confidently at all times. |

**Feedback:** (How can students improve?)   
Students CANNOT re-pitch their idea. They have one chance at their presentation.