

In preparation for your *Unit 8: Responding to a Commission* Exam in January, your SIL task is to develop an initial response to a brief (below). We will use your response to this task in the first few weeks back, so do your very best.

Set Task Information

Brief and Supporting Material

BullyingSupportUK.co.uk

Over the next two pages you will find information from BullyingSupportUK, a charity that supports young people through bullying and who is commissioning media products for its new campaign.

Read through the information provided.

PRESS RELEASE from BullyingSupportUK

BullyingSupportUK is an independent charity set up to provide help and support to young people who are affected by bullying across the UK.

Bullying amongst young people over the last five years is on the increase and there are worrying trends that suggest that it is becoming more widespread and that it is changing in nature. There have been nearly 50,000 more calls to children's charity support lines in 2014 than just five years earlier. Further to this, the profile of the victims is changing as is the type, location and effect on the victims. Victims were surveyed about what they believed was the root cause of the victimisation, which also showed a changing picture across the country.

Here at BullyingSupportUK, we focus on the impact that bullying has on 14-19 year olds from whatever background, race or culture.

BullyingSupportUK offers independent, anonymous* advice through telephone and online support (web chat or email). We feel that bullying can happen to anyone, anywhere and at any time and we want to be there for people if they feel it is happening to them. If young people feel that they are being bullied but are unsure what to do they can read the case studies of people who we have supported. BullyingSupportUK is an independent charity and so we rely on donations from individuals and businesses.

Finally, we are always looking for volunteers to help out with our support for young people (please visit the website for information on how you can get involved with fundraising and support).

We are looking for media practitioners to provide initial responses to the following commission:

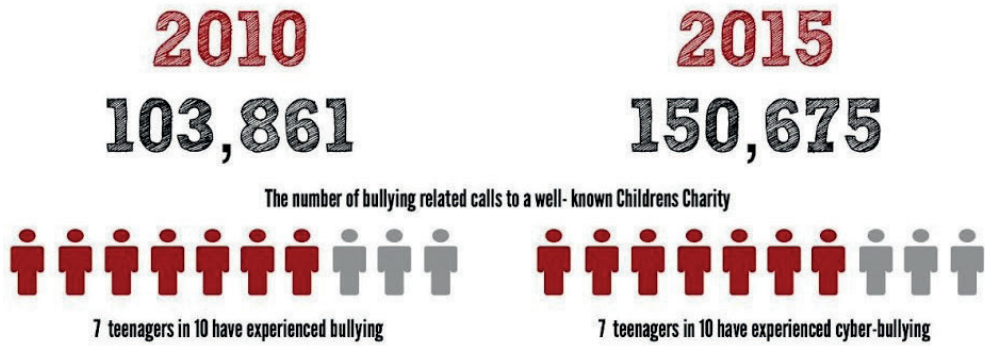
COMMISSION 1: PROMOTIONAL VIDEO (6mins approx.)

We expect this resource to be available in schools and colleges for the start of the next academic year, so you will need to consider the timescales and logistics involved.

It is worth pointing out that we have sent this request to a number of media producers, so we will need you to persuade us that your idea is worth taking forward.

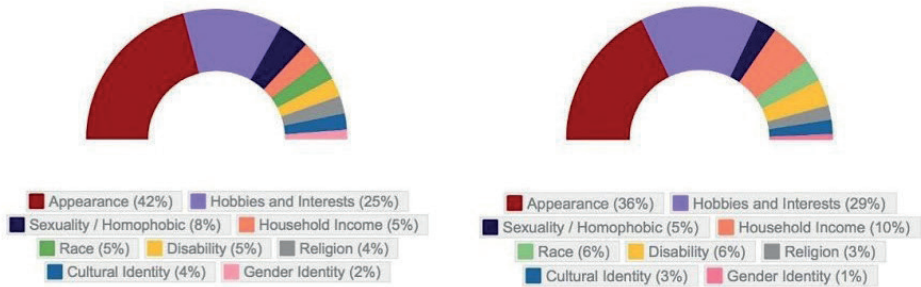
We look forward to working with you.

*BullyingSupportUK operates within the law and has a strict safeguarding policy. Any concerns raised with us will be forwarded to the police if a young person is deemed to be at risk.

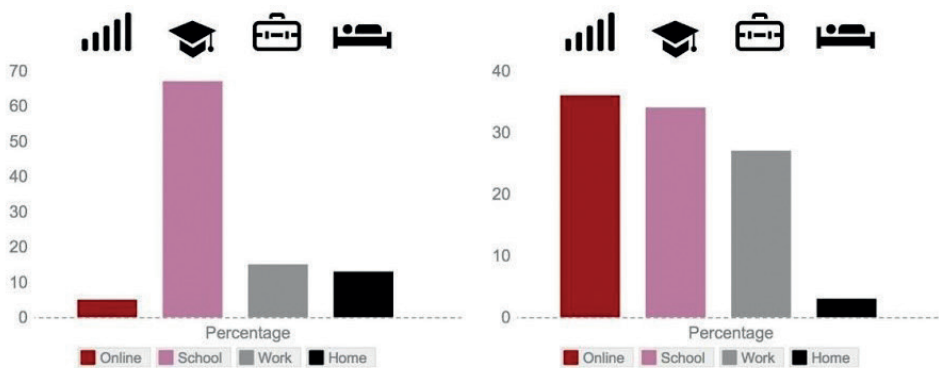


The number of those calls that were linked to cyber-bullying

Reasons for bullying (identified by the victim)



Where victims of bullying are affected



2010

2015

Set Task

You are required to complete the following activity.

Activity 1: Rationale (1 hour approximately)

Write a rationale of your ideas in response to the commission you have chosen.

Your rationale will be assessed on:

- the consideration of the commission
- interpretation of the commission
- meeting the requirements of the commission
- justification of approaches used to inform ideas.

Total for Activity 1 = 16 marks

Prior to writing your response for the above activity, you should do the following preparation work:

- What have you specifically been asked to create?
- Interpret the brief requirements, such as audience, time frame, budget
- Conduct research into the topic and any pre-existing media products
- Develop 3 different ideas that could be created in response to the brief

Select one idea as your 'chosen idea', justifying decisions against your brief and research

Your rationale should be written on a word document, approximately 2 pages long. It should contain the following sub-headings:

- Research
- Understanding the Commission
- Ideas