

Imperial College London
MSc in Science Media Production
Aptitude assignment and portfolio instructions

Please complete both parts of the assignment below and (if appropriate) submit a small portfolio of work. Our assessment of the completed assignment is a major deciding factor in who we invite to interview. Good luck!

Assignment (compulsory)

Imagine you are a producer with an independent television or radio production company pitching ideas to BBC television or radio, or to Channel 4 or 5 or perhaps to Netflix. Then, specifying which channel you are pitching to and why (start with whether it's to be a podcast, radio programme or a film), write a 400-word (not more) preliminary proposal for a single documentary programme or a short series on a scientific, technological or medical theme.

Your proposal needs to have several things going for it if it is to succeed:

- It must have a compelling title and perhaps a strapline.
- It should tell an interesting story (and maybe introduce us to some characters).
- It should convey something of the *form* of the programme, i.e. the way you imagine pictures and/or sounds being deployed to tell the story.
- It should be written so we can imagine it playing out in our mind's eye/ear as we read.

Portfolio (Voluntary)

If you have already done some radio, television, film or live performance work you might want to submit video or audio tapes, or a reel of extracts. If you do choose to submit such an item, please do not submit more than 15 minutes worth of material. Alternatively, you may be a keen photographer or visual artist, or have written material that has been published, or designed an exhibition or poster. If so, we would be happy to see a small selection of any such material.

Your assignment should be attached to your online application in time for the deadline stated on our admissions page:

<https://www.imperial.ac.uk/science-communication-unit/apply/>

Your application should also include a copy of your CV and a personal statement.

Your CV should list your education to date, your work experience (including voluntary work where relevant), and any publications you have. Include a brief summary of the duties each post entailed, but please keep your CV concise and factual – i.e., give dates and place of employment rather than describing the skills you have acquired.

Your personal statement should discuss why you want to move into the field of science communication, how your experiences to date have informed this decision, and what you expect to get from a Masters degree in this subject. The personal statement must not exceed 500 words.

If you have difficulty attaching any of the documents to your application, please email liam.watson@imperial.ac.uk.