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| **Assignment Brief** |
| Qualification | BTEC International L2: Creative Media Production |
| Unit number and title | Unit4: Video Production |
| Start date | Jan 6 2021 |
| Deadline | March 22 2021 |
| Assessor name | Kieran Ryan |
| Assignment title | Wilhelm Screamin’ |
| The purpose for this assignment is to: provide learners with an opportunity to create a video production. The focus of this unit being on the application of the production phases – pre-production, production and post-production. The unit also requires learners to reflect on the final product and their working practices.  |
| Scenario: You are a student filmmaker. In groups of no more than three, plan and create a 3-5 minute short horror film for entry into the school’s film festival and/ or to send to commissioning editors. You need to produce preproduction of your own role; you can shoot the film as a group; you will edit the film independently. You will need to review your own film and contribution at the end. |
| **Assessment and grading criteria** |
| **To achieve a pass grade the evidence must show that the learner is able to:** | **To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:** | **To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:** |
| P1apply video pre- production techniques to the creation of a video product. | M1 demonstrate competent application of video pre- production techniques to the creation of a video product. | D1demonstrate skilful application of video pre-production techniques to the creation of a video product  |
| P2undertake a technical role in the creation of a video product  | M2 competently carry out a technical role in the creation of a video product  | D2skilfully carry out a technical role in the creation of a video product  |
| P3 apply video post- production techniques to the creation of a video product  | M3demonstrate competent application of video post- production techniques to the creation of a video product  | D3demonstrate skilful application of video post-production techniques to the creation of a video product  |
| P4review strengths and weaknesses of own video production work.  | M4describe strengths and weaknesses of own video production work with some detail and with reference to appropriate illustrative examples.  | D4evaluate strengths and weaknesses of own video production work with reference to precise and detailed illustrative examples.  |

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| **Task 1****You need to create your INDIVIDUAL PRE-PRODUCTION for your short film. You will need to produce some of this work:** - PRODUCTION SCHEDULE - DESK RESEARCH. Produce notes on 2-4 short films taken from the genre or style of your choice. - LOCATION SCOUTING - Go and take photos of your locations and make notes on the suitability. - TREATMENT - A short plot summary. - PITCH - A presentation to the rest of the class explaining your ideas - AUDIENCE RESEARCH - Feedback from your peers on your pitched ideas. - SCRIPT - Produce a properly-formatted script for your film. - ANNOTATED SCRIPT - The script should be blocked and annotated in preparation for your individual role. - STORYBOARD - Produce a properly-formatted storyboard for your film. If you re not the cinematographer, annotate your copy in preparation for your role. - SHOT LIST - A list of the shots you need, in the order you will shoot them. - DUBCHART - a plan for the sound in your film. - CHARACTER NOTES/ COSTUME DESIGNS- PERMISSIONS - written permission to shoot in your locations - EQUIPMENT LIST AND BOOKING FORM - HEALTH AND SAFETY NOTES/ RISK ASSESSMENT - Any meeting notes/ drafts/ sketches/ mindmaps/ planning**The pre-production should be on your website.****P1, M1, D1** **DUE DATE**: Feb 07 2021 |
| **Task 2** **You need to SHOOT your film and RECORD THE SOUND You need to take on one role - you can be the director, the cinematographer, the sound designer or the lighting engineer. Depending on your role, you will need to produce:** - Evidence of equipment set-ups and breakdowns (photos or observations by teacher) - Evidence of equipment use (photos or observations by teacher) - Evidence of ability to direct actors and crew (photos or observations by teacher; notes, memos to actors and crew)**Put the evidence of your production work on your website**P2, M2, D2, DUE DATE: Feb 21 2021 |
| **Task 3****Produce your INDIVIDUAL edit of the film. You will need to produce:**- Evidence of shot logging and capture (logging sheet, screengrabs) - Notes on chosen editing techniques. (Cuts, transitions, sequencing, colour correction.) (Written notes, screen grabs or ‘director's commentary’ on film) - Evidence of ability to export in a range of formats and sizes for different purposes. (Different versions of film.)**All post-production evidence should be on your website.** P3, M3, D3DUE DATE: March 14 2021 |
|  **Task 4****Evaluate all the work you have done.** **OPTION 1: Record a ‘director’s commentary’ voiceover for your film explaining your technical and aesthetic choices and evaluating how successful they were.****OPTION 2: Write a supplementary report on your film, evaluating your planning and the success of the final product.**Either way, you need to evaluate all parts of the production process. - Pre-production - how successful was your planning and research? - Time management - Creativity - Team work - Appeal to audience - Technical ability - Management skills - Success of final product; compare to original plans.You will need to include supporting evidence from your production log, notes and the film itself.P4, M4, D4DUE DATE: March 22 2021 |
| Sources of information* <https://www.shortoftheweek.com/>
* <http://www.tropfest.org.au/>
* <http://www.filmsshort.com/>
* <http://nofilmschool.com/> - many technical tutorials
* <http://josharmstron2.wixsite.com/mediadiploma/preproduction-help> - pre-production documentation
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| This brief has been verified as being fit for purpose |
| **Assessor** | Kieran Ryan |
| **Signature** | Kieran Ryan | Date | Nov 15 2020 |
| **Internal verifier** | Matt Spashett |
|  **Signature** | Matthew L. Spashett | Date | Nov 17 2020 |