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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:** |
| P1  apply 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. | D1  demonstrate skilful application of video pre-production techniques to the creation of a video product |
| P2  undertake a technical role in the creation of a video product | M2  competently carry out a technical role in the creation of a video product | D2  skilfully 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 | M3  demonstrate competent application of video post- production techniques to the creation of a video product | D3  demonstrate skilful application of video post-production techniques to the creation of a video product |
| P4  review strengths and weaknesses of own video production work. | M4  describe strengths and weaknesses of own video production work with some detail and with reference to appropriate illustrative examples. | D4  evaluate 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, D3  DUE 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, D4  DUE 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 | | | |
| 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 |