

MUSIC VIDEO CASE STUDY

Date of Issue:	Friday 8th December 2017
Submission Deadline:	Friday 12th January 2018
Assignment Duration (approximately)	5 weeks

Qualification	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)
Unit	Unit 29: Music Video Production Learning Outcomes 1 and 2
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario

Aukes Media and your band/artist want to see you demonstrate the knowledge to carry out the music video project so have asked you to produce an approximately 10-minute Video Case Study analysing the purpose, styles, conventions and techniques of music videos.

You will edit together music video clips and then record a spoken word audio track analysing an understanding of how music video can communicate to an audience through different approaches.



MUSIC VIDEO CASE STUDY

Independently you need to record a spoken sound track over a selection of edited together music video clips that will demonstrate an understanding of the following:

<p><i>Purposes</i></p> <ul style="list-style-type: none"> ● Marketing and Advertising ● Synergy ● Producers' strategies <p><i>Styles:</i></p> <ul style="list-style-type: none"> ● Genre ● Narrative ● Post-modern 	<p><i>Conventions:</i></p> <ul style="list-style-type: none"> ● Lyric interpretation ● Extending/ consolidating meaning ● Links to other artists <p><i>Techniques:</i></p> <ul style="list-style-type: none"> ● Cutting to beat ● Editing effects ● Miming and lip sync/ Playback and lip sync ● Multi-image ● Camera movements and angles ● Chroma key
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Evidence will be in the form of the submitted Music Video Case study uploaded to Google Classroom.

Covers Learning Outcome:	U29 LO1 + LO2
Submission Deadline:	Friday 12th January 2018

Evidence to be submitted:

Your Music Video Case Study (or equivalent)
needs to be submitted to Google Classroom

(Please ensure the work is in a Digital Format eg the actual Document or Video file that you provide here)



Sources of Information

Social Media

- Twitter - <https://twitter.com/bcotmedia>
- Facebook Group - <https://www.facebook.com/groups/854368387980359/>

Textbooks

- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Student Book* (Pearson, 2010) ISBN 978-1846906725
- Baylis P, Freedman A, Procter N et al – *BTEC Level 3 National Creative Media Production, Teaching Resource Pack* (Pearson, 2010) ISBN 978-1846907371

Local Employers

- Aukes Media are coming in to give a guest lecture and will be available online to learners for help <https://www.facebook.com/AukesMedia?fref=ts>

To successfully achieve the project you must:

The assignment must be submitted by 16.59 on the date specified or on the agreed upon extension deadline. Extensions will only be permitted if you have a legitimate reason and have spoken to both your tutor and the Lead Internal Verifier who have both agreed to the extension.

Being ill will not be considered a legitimate excuse for not submitting the work on the due date, unless previously discussed with the unit lecturer and/or your tutor well before the due date.

Work presented in an assessment must be the student's own. Plagiarism is where a student copies work from another source, published or unpublished (including the work of a fellow student or of a tutor) and fails to acknowledge the influence of another's work or to attribute quotes to the author. Plagiarism is an academic offence.

Complete and sign the declaration form at the back of this assignment brief – your work will not be marked if you do not do this. The signature can be done digitally; this will be taken as you officially signing the declarations. Although we will need your handwritten signature if your work is Internally Verified or Externally Verified.

Date of Submission:	Friday 12th January 2018
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

General Feedback Comments

If you have any questions in regard to the feedback/grade provided here see me or email me and I will clarify any issues.

Grade Achieved:	
Resubmission Grade Achieved:	

Criteria	Criteria Feedback
Unit 29. Learning Outcome No. 1 and Learning Outcome No. 2 – Understand the purpose of music videos and Understand the styles, conventions, and techniques of music videos	
P1	Describe the purposes of music videos with some appropriate use of subject terminology [IE]
M1	Explain the purposes of music videos with reference to detailed illustrative examples and with generally correct use of subject terminology
D1	Comprehensively explain the purposes of music videos with elucidated examples and consistently using subject terminology correctly
P2	Describe the styles, conventions and techniques of music videos with some appropriate use of subject terminology
M2	Explain the styles, conventions and techniques of music videos with reference to detailed illustrative examples and with generally correct use of subject terminology
D2	Comprehensively explain the styles, conventions and techniques of music videos with elucidated examples and consistently using subject terminology correctly

Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	Scott Hayden		
Issue date:	Friday 8th December 2017	Submission date:	Friday 12th January 2018	Submitted on:	
Programme:	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)				
Unit:	29: Music Video Production				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	L01+L02		
Additional comments to the Assessor:			

Learner declaration			
I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.			
Learner signature:		Date:	