

PITCH

Date of Issue:	Friday 24th November
Submission Deadline:	Friday 8 th December
Assignment Duration (approximately)	2 weeks

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

Project Overview / Scenario

In your production company, you have to persuade **Aukes Media** and the artist/ band to use your production company's idea to make a video for their track.

You need to rehearse a Pitch using Prezi or Google Slides to explain to your artist, their agents, and record company, how your production company will represent the track in your proposed music video.



PITCH

You have been asked to discuss the following in detail within your Pitch:

Meaning
 Content
 Imagery
 Narrative
 Duration
 Pace
 Style
 Semiotics
 Performer's style and image
 Video's style and creative concept

The recorded Pitch video and Presentation slides need to be turned in to Google Classroom.

Covers Learning Outcome:	U29 LO3
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Evidence to be submitted:

The video of your Pitch and your Presentation Slides
needs to be submitted to your 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/>

Blogs

Pre-production blogs for Music Video Production to serve as exemplars:

- Nic Dawson Kelly 'Old Valentine' <http://ndkmusicvideo.tumblr.com/>
- RedTails 'Brighter Place' <http://scottdhayden.wordpress.com/>
- RedTails 'Setting Sun' <http://redtailsbanduk.tumblr.com/>
- KLOQ 'Behind the Screams' <http://scottdhaydenproject.tumblr.com/>
- BLOOM 'Brothers' <http://untitledmusicvideoproject.wordpress.com/>

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.

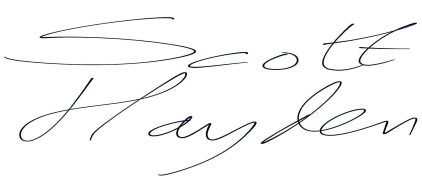
Date of Submission:	Friday 8 th December
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

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. 3 – Be able to originate and plan a music video production for a specific music track	
P3 Originate and plan a music video production for a specific music track working within appropriate conventions with some assistance [CT]	
M3 Originate and plan a music video production for a specific music track effectively showing some imagination and with only occasional assistance	
D3 Originate and plan a music video production for a specific music track to a technical quality that reflects near-professional standards, showing creativity and flair and working independently to professional expectations	

Assessor Signature:		Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	Scott Hayden		
Issue date:	Friday 24th November	Submission date:	Friday 8 th December	Submitted on:	
Programme:	Level 3 90 Credit Diploma in Creative Media Production (Film + Television)				
Unit:	1: Pre-production Techniques for the Creative Media Industries				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	LO3		
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:	