

PLANNING PORTFOLIO, PRODUCTION + POST-PRODUCTION, and EVALUATION

Date of Issue:	Wednesday 1 February
Submission Deadline:	TASK 1 - Friday 17 February TASK 2 - Friday 31 March TASK 3 - Friday 28 April FINAL DEADLINE - Friday 28 April
Assignment Duration (approximately)	30 hours

Qualification	Level 2 Extended Certificate in Creative Media Production
Unit	2: Planning and Pitching a Digital Media Product Learning Aim C + 3: Digital Moving Image Product Learning Aim C
Assessor's Name:	Scott Hayden
Student Name:	

Project Overview / Scenario

After your Pitch you need to carry out your Video Production.

I will be observing your professionalism and reporting to [Aukes Media](#) as you compile a **Planning Portfolio - TASK 1** in your Google Drive.

It will then be time to begin the **Production + Post-production - TASK 2** in which you will undertake the shoot for the Video by producing creative footage which conveys meaning through camerawork and mise en scène. You will then apply the editing skills you will learn in class to meet the professional deadline.

To complete the project you will review your performance in an **Evaluation - TASK 3** in which you will analyse the choices and decision-making process during your Video production by reflecting on areas for improvement.



PLANNING PORTFOLIO, PRODUCTION + POST-PRODUCTION, AND EVALUATION

PLANNING PORTFOLIO - TASK 1

You will gather evidence of a planning portfolio that shows how you have developed your idea throughout this unit from your initial ideas to the actual production.

This is a working portfolio which means you are encouraged to organise, label, annotate, revise, add to, and develop the work throughout the project.

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| <ul style="list-style-type: none"> ● Storyboards ● Shot lists ● Budget ● Lighting test shots ● Prop/costume/makeup list ● Location scout information, e.g. recce photographs | <ul style="list-style-type: none"> ● Shooting schedules ● Script drafting ● Permissions for filming ● Personnel required ● Equipment booking ● Health and Safety (risk assessment) |
|--|--|

Evidence for the Planning Portfolio will be in the form of documents, scanned images, and photographs uploaded to your Google Classroom

PROGRESSION DEADLINE = Friday 17 February

PRODUCTION and POST-PRODUCTION - TASK 2

You now need to work to shoot and edit your Video Production to a professional deadline.

It is essential that you apply the skills you have developed during the project so far as you work to create your project.

You must consider the following throughout this task:

Production

- Equipment checks
- Shooting schedule
- Using structure in script/storyboard as guidance.
- Camera set-ups per scene
- Viewing and reviewing rushes
- Filming pick-ups for omissions or errors

Post production

- Logging image and sound rushes
- Capturing image and sound digitally
- Editing a rough-cut of music video
- Reviewing rough-cut edit for omissions or errors
- Shooting extra pick-ups.
- Final cut of image and diegetic sound
- Locking picture and adding additional sound

Evidence for the Production and Post-production will be in the form of a .mov of the exported Video and a Witness Statement uploaded to your Google Classroom

PROGRESSION DEADLINE = Friday 31 March

EVALUATION - TASK 3

After you have screened your work to an audience and received feedback you need to carry out a reflective and honest evaluation of your work focusing on how you have learned and how you will improve in the future. Look to summarise your work and make reference to the following:

- Aims of the brief
- Original idea
- Planning
- Strengths (what worked well)
- Areas for improvement (what could be better)

Evidence for the Evaluation will be a Written or Vlog Report uploaded to your Google Classroom

PROGRESSION DEADLINE = Friday 28 April

Covers Learning Outcome:

U2 Learning Aim C
and
U3 Learning Aim C

Submission Deadline:

Friday 17 February
Friday 31 March
Friday 28 April

Evidence to be submitted:

Your completed Planning Portfolio documents, scanned images, and photographs work **need to be submitted to Google Classroom**

Your completed Production and Post-production .mov of the exported Music Video and Witness Statement **need to be submitted to Google Classroom**

Your completed Evaluation Written or Vlog Report **need 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/>

Blogs

Pre-production blogs for 3 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/>

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 23.59 p.m. 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:	<u>Friday 17 February</u> <u>Friday 31 March</u> <u>Friday 28 April</u>
Extension submission date:	
Reason for extension:	
Lead Internal Verifier Resubmission authorisation:	
Resubmission date:	

General Feedback Comments

PLANNING PORTFOLIO - TASK 1- Friday 17 February FEEDBACK

PRODUCTION and POST-PRODUCTION - TASK 2 - Friday 31 March FEEDBACK

EVALUATION - TASK 3 - Friday 28 April FEEDBACK

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 2. Learning Aim C -		
1C.4	Produce a basic planning portfolio for a digital media product.	
2C.P4	Produce an appropriate planning portfolio with basic organisation in preparation for a digital media production.	
2C.M4	Produce a detailed, organised, planning portfolio in preparation for a digital media production.	
2C.D4	Produce a comprehensive, systematically organised, planning portfolio in preparation for a digital media production.	
Criteria		Criteria Feedback
Unit 3. Learning Aim C -		
1C.3	Produce basic pre-production planning including minimal personal management skills.	
2C.P3	Produce appropriate pre-production planning including adequate personal management skills.	
2C.M3	Produce detailed pre-production planning including effective personal management skills.	
2C.D3	Produce detailed and comprehensive pre production-planning including confident personal management	

	skills.	
1C.4	Shoot and edit limited footage for a moving image.	
2C.P4	Shoot and edit basic footage for a moving image production which demonstrates appropriate camerawork to convey intended purpose.	
2C.M4	Shoot and edit footage for a moving image production which demonstrates effective camerawork and mise en scène to convey intended purpose.	
2C.D4	Shoot and edit footage for a moving image production which demonstrates creative camerawork and mise en scène to convey intended purpose.	
1C.5	Summarise strengths of own digital moving image production.	
2C.P5	Explain strengths of own complete, digital moving image production in relation to the original brief and purpose.	
2C.M5	Analyse the extent to which own complete digital moving image production has fulfilled the brief and purpose.	
2C.D5	Evaluate choices made during the production of a digital moving image product, including how they have enabled fulfilment of the brief	

	and purpose.	
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Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	Scott Hayden		
Issue date:	Wednesday 1 February	Submission date:	Friday 17 February Friday 31 March Friday 28 April	Submitted on:	
Programme:	Level 2 Extended Certificate in Creative Digital Media Production				
Unit:	2: Planning and Pitching a Digital Media Product and 3: Digital Moving Image Production				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	UNIT 2 - 2C.P4, 2C.M4, 2C.D4 UNIT 3 - 2C.P3, 2C.M3, 2C.D3, 2C.P4, 2C.M4, 2C.D4, 2C.P5, 2C.M5, 2C.D5		
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:	