

## MOVING IMAGE PRODUCTION REPORT

Date of Issue:	Friday 12th May
Submission Deadline:	Friday 9th June
Assignment Duration (approximately)	4 weeks

Qualification	Level 2 Diploma in Creative Media Production
Unit	3: Digital Moving Image Production Learning Aim A
Assessor's Name:	Scott Hayden
Student Name:	

### Project Overview / Scenario

'That's Hampshire', a new TV station launching on Freeview 007 in June 2017 has asked you to show an understanding of digital moving image productions before they give you a chance to create your own.

You will create a MOVING IMAGE PRODUCTION REPORT as a Vlog or Written piece analysis that explains how key features are used in all three types of digital moving image productions: fictional, factual or promotional.

It is important that you use examples of existing products from each type to illustrate and clarify your analysis and work independently to meet the professional deadline. Good luck.



### MOVING IMAGE PRODUCTION REPORT

You will create a Vlog or Written analysis of the purposes of digital moving image productions and how they appeal to their audiences. It is important to look at why these productions are made and who they are made for.

- **FICTIONAL** (Formats, Platforms, Purpose, Target Audience, Key features)
- **FACTUAL** (Formats, Platforms, Purpose, Target Audience, Key features)
- **PROMOTIONAL** (Formats, Platforms, Purpose, Target Audience, Key features)

**Evidence will be in the form of Vlog or a Written Report uploaded to Google Classroom**

Covers Learning Outcome:	U3 Learning Aim A
Submission Deadline:	

### Evidence to be submitted:

Your completed MOVING IMAGE PRODUCTION REPORT Vlog or Written Analysis  
**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/>

#### Blogs

- Tumblr - <http://bcotmedia.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:	Friday 9th June
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:	

### Level 1 Criteria Learning Outcome

If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met.

To achieve the criteria you must show that you are able to:	Unit	Criterion Reference
Outline key features in digital moving image production.	3	1A.1

Criteria	Criteria Feedback
Unit 3. Learning Aim A -	
2A.P1	Describe how key features are used in a digital moving image production.
2A.M1	Explain how key features are used in two types of digital moving image productions with reference to appropriate examples.

2A.D1	Analyse how key features are used in three types of digital moving image productions, with detailed reference to appropriate examples of each.	
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Assessor Signature:	Scott Hayden	Date:	
Learner signature:		Date:	

Learner Assessment Submission and Declaration					
Learner name:		Assessor name:	<b>Scott Hayden</b>		
Issue date:	Friday 12th May	Submission date:	Friday 9th June	Submitted on:	
Programme:	Level 2 First Certificate in Creative Digital Media Production				
Unit:	3: Digital Moving Image Production				

Individual work identification for group assignments			
Student Name	Learning Outcome	Evidence submitted	Page numbers or description
	<b>1A.1, 2A.P1, 2A.M1, 2A.D1</b>		
Additional comments to the Assessor:			

Learner declaration			
<p>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.</p>			
Learner signature:		Date:	