

MUSIC VIDEO ANALYSIS	
Date of Issue:	Friday 27 January
Submission Deadline:	Friday 24 February
Assignment Duration (approximately)	4 weeks

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

Project Overview / Scenario	
<p>You will now move on to focusing on how the technical elements of video productions are used in a MUSIC VIDEO ANALYSIS.</p> <p>Aukes Media are looking to take on work experience students and have asked you to show that you can deconstruct existing products and demonstrate that you understand their construction.</p>	

MUSIC VIDEO ANALYSIS	
<p>You will select a music video and then create a MUSIC VIDEO ANALYSIS Vlog, Podcast, or Written Report that deconstructs how it creates meaning for it's audience.</p> <p>It is crucial that you break down the music video and explain how the following technical elements come together:</p> <ul style="list-style-type: none"> ● Mise en scène ● Camerawork ● Sound ● Editing <p style="text-align: center;"><u>Evidence will be in the form of the completed MUSIC VIDEO ANALYSIS Vlog, Podcast, or Written Report and uploaded to your Google Classroom.</u></p>	
Covers Learning Outcome:	U3 Learning Aim B
Submission Deadline:	

Evidence to be submitted:

Your completed MUSIC VIDEO ANALYSIS Vlog, Podcast, or Written Report
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 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:	Friday 24 February
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 3. Learning Aim B -		
2B.P2	Explain how camerawork is used to convey meaning in an existing moving image production.	
2B.M 2	Explain in detail and using accurate terminology, how camera work and mise en scène are used to convey meaning in an existing moving image production.	
2B.D2	Analyse the combined use of camerawork, mise en scène, editing and sound to convey meaning in an existing moving image product with accurate, illustrated examples.	

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

Learner Assessment Submission and Declaration

Learner name:		Assessor name:	Scott Hayden		
Issue date:	Friday 27 January	Submission date:	Friday 24 February	Submitted on:	
Programme:	Level 2 Extended 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
	2B.P2, 2B.M2, 2B.D2		

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:	
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