

**Project Brief**



**PROJECT BRIEF**

You are working as a film maker for Bodmin's 'Tell it as it is' video channel giving young people the chance to express them selves and show the world their talent. You can select from the following

- 1 A lip sync music video/ music video created for your own recorded song
- 2 Are computer games a distraction or do they have educational benefit?
- 3 Local street culture... A short film documenting street culture, skate culture, the local music scene
- 4 A sports story the world needs to know about. The hard and gruelling schedule of a young athlete and the sacrifices made.
- 5 How to become a beauty technician.
- 6 Succeeding in the local construction industry.
- 7 Your idea for a film for our channel



**Research**

You will need to research your market and the subject of your film well. If they are poorly produced then they will not have the desire effect on the audience and will have a negative effect on the reputation of your client.



**Assessment evidence**  
 Research and concluding typed report with screen grabs in Design Journal.

Review at least three existing and different digital video products/clips and explain features about the technical qualities, content and the message/purpose.

Match these features to the target audience and analyse the impact of the clip on the audience.

What could be improved in the clip? What are the strengths of the clip?

**Pre-production**

Research your subject. Make use of questionnaires for student voice. Design your video based on one of the 8 starting points above. Explain the purpose and target audience. Use your target audience feedback to help determine your script.

**Assessment evidence**  
 Design documentation, including description of purpose and audience, script, storyboard, recording schedule, logsheet, cast/crew list and recce report all evidenced in Design Journal.  
 Prototype clips.

Write a complete script and storyboard, and create a recording schedule and log sheet.

Recruit a cast/crew, and carry out a recce of filming location(s).

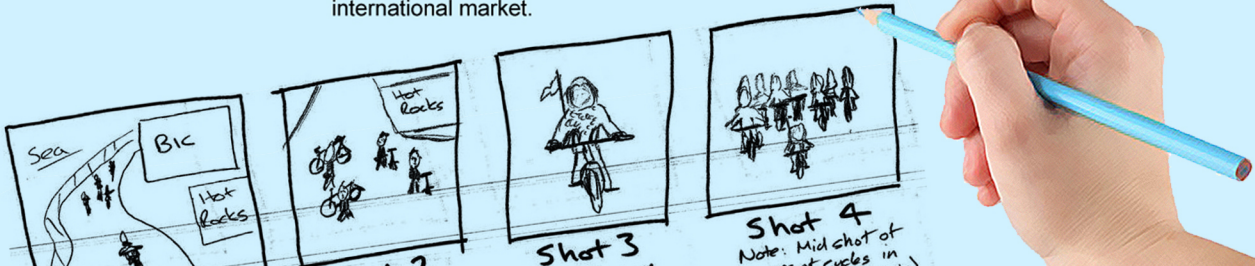
Produce a series of alternative designs that fulfil the brief.

Justify how this design entirely meets the brief from the agency.

These films will be placed strategically across the web. They must appeal directly to their audience and thus will hopefully be virally spread be spread by their audience to a national and international market.

Criteria Covered	Assignment
2A.P1, 2A.M1 2A.D1, (1A.1)	Research

Criteria Covered	Assignment
2B.P2, 2B.P3 2B.M2 2B.D2, (1B.2, 1B.3)	Pre-production



Criteria Covered  
2C.P4, 2C.M3  
(1C.4)

Assignment  
Production and  
Post-production

**Production and Post-production**  
Record all original video clips and, if required, audio clips.  
Prepare any additional assets needed and describe any relevant constraints.

Make sure you have noted any health and safety issues or legal issues for your video.

Digital files of original video clips and, if required audio clips, demonstrating range of skills used.  
  
Digital files of acquired assets.  
  
Documentation of health and safety issues when filming (perhaps using annotated photographs).  
  
Report of legal issues.

Criteria Covered  
2C.P5, 2C.M4,  
2C.D3, (1C.5)

Assignment  
Editing and  
Testing

**Editing and Testing**  
Edit the original video clips and assets into your 5-10 minute digital video product.

Render the finished video into a suitable file format.

Completed video clip in native format.  
  
Completed video clip in rendered format.

Test that your clip is functional and get feedback from another person on your video. Is it fit for purpose? Is it suitable for the audience? Amend your clip to make sure it meets the original requirements in the brief.

Criteria Covered  
2C.P6, 2C.M5  
2C.D4 (1C.6)

Assignment  
Review

**Review**  
At the meeting with the Video Channel owner, you will need to show that your video meets the brief, the viewers will like it, prior to the film going live there is a potential for the film to go viral and you have reviewed your design.

Obtain feedback from another person to act as the viewer. Evaluate the final product and justify why it meets the brief and suggest improvements.

Describe legal and/or ethical constraints, and any health and safety considerations.

Your evaluation should be used to present your thoughts and considerations to the owner in order to be asked to produce all 8 films in the series.

Evidence of feedback, e.g. completed questionnaire.  
Evaluation report/ presentation.



**UNIT TRACKING**

CRITERIA	P1	P2	P3	P4	P5	P6
COMPLETED						
CRITERIA	M1	M2	M3	M4	M5	
COMPLETED						
CRITERIA	D1	D2	D3	D4		
COMPLETED						

Student Name:

Student Declaration:

I declare that all work submitted for this assignment is my own

Student Signature.....Date.....



Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim A: Understand the applications and features of digital video products</b>			
1A.1 Identify the intended purpose and features of two different digital video products.	2A.P1 Explain the intended purpose and features of two different digital video products.	2A.M1 Review how the products are fit for purpose and their intended effect on the audience.	2A.D1 Discuss the strengths and weaknesses of one digital video product.
<b>Learning aim B: Design a digital video product</b>			
1B.2 Identify the audience and purpose for the design of a digital video product.	2B.P2 Describe the audience and purpose for the design of a digital video product.	2B.M2 Produce a detailed video design, including reasons why alternative ideas have been discarded. The design must include: <ul style="list-style-type: none"> <li>logsheet</li> <li>recce of filming locations.#</li> </ul>	2B.D2 Justify the final design decisions, explaining how the designs will: <ul style="list-style-type: none"> <li>fulfil the stated purpose and requirements in the brief</li> <li>meet the needs of the audience.#</li> </ul>
1B.3 Produce an outline design for a video product. The design must include: <ul style="list-style-type: none"> <li>an outline script</li> <li>an outline storyboard.</li> </ul>	2B.P3 Produce a design for a video product of at least 5 minutes duration. The design must include: <ul style="list-style-type: none"> <li>description of requirements from the brief</li> <li>a script</li> <li>a storyboard</li> <li>a cast/crew list</li> <li>a list of any ready-made assets if used.#</li> </ul>		

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim C: Create, test and review a digital video product</b>			
1C.4 Record video clips and, if required, prepare any other assets, with guidance.	2C.P4 Record video clips and, if required, additional audio clips and prepare any other assets, demonstrating awareness of purpose, with sources of assets listed.	2C.M3 Record high-quality video clips, demonstrating awareness of audience, with all sources for assets fully referenced.	
1C.5 Edit original video clips and, if required, any other assets to create a video product of at least 3 minutes' duration, and test for functionality, with guidance.	2C.P5 Edit original video clips, if required, audio clips and ready-made assets to create a video product of at least 5 minutes' duration.  Test the product for functionality and purpose, checking that it meets the original requirements, making any necessary improvements to the products.	2C.M4 Gather feedback from others about quality of the product and use it to improve the product, demonstrating awareness of audience and purpose.	2C.D3 Refine video and other assets to create a high-quality video product.

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
1C.6 For the final video product, identify how the final product is suitable for the intended purpose.	2C.P6 For the final video product, explain how the final product is suitable for the intended audience and purpose.	2C.M5 Review the extent to which the final video product meets the needs of audience and the purpose, considering feedback from others and any constraints.	2C.D4 Evaluate the final video product and the initial designs and justify any changes made, making recommendations for further improvements.