**Assignment and checklist for Unit 15: Create an Audio-Visual Promo**

**Scenario/Client Brief:**

You have been asked to produce an audio-visual promo that will contribute to the marketing and/or content for a new arts and music summer festival called ‘Soundlines’ that will celebrate culture, creativity, film and music of Cambridgeshire. Local bands, poets, filmmakers and creative professionals will be performing and showing their work at lots of different venues. The festival will be three days long, running from 19th – 21st July.

You are required to make one of the following types of audio visual promo that can be used as part of products to showcase and promote your Cambridge:

**1. A music video product (up to 3 minutes long)**

This will be for a local band/artist for one of the acts that might play at ‘Soundlines’.

The music video can be either performance or narrative based production. The music video is likely to be distributed online and played on the channel of the local TV station during the festival.

**2. A series of three TV advertisements (up to 40 seconds long for each advertisement)**

These will be a a series of adverts for Soundlines. The advert should feature the title and date of the festival and show the breadth of content that audiences will expect to experience as part of the festival. It may be distributed online and scheduled in advertising slots between primetime programmes on regional TV and narrowcast music and arts channels. This can take the form of an animated product, too.

**3. A promotional documentary (up to five minutes long)**

This will be a short documentary featuring interviews with a range of artists that might play or perform at Soundlines that will show the breadth of culture and creativity within the region, or it can be a behind the scenes documentary on just one artist or band. This may be distributed online on the Soundlines website or website of the artist.

**4. A film trailer (up to 2 minutes 30 seconds long)**

A trailer for a local independent film about homelessness, mental health problems or drug abuse that will be screened as part of the Soundlines festival. The film trailer will feature content suitable for an audience of teenagers/young professionals.

All content produced must be original and produced by you. However, music or audio effects from a copyright-free source may be used, but must be referenced.

**Unit aim**

Media products have a range of different purposes. Whether it is to advertise and promote a product or service, inform an audience of a cause or engage and entertain an audience.

This aim of this unit is for you to develop knowledge and understanding of the production processes for producing an audio-visual media product.

You will apply your learning gained in Units 1 and unit 2 if completed, to plan and produce a media product. You will complete planning materials to take them forward in the production and post–production stages of your intended media product. You will plan, produce and edit original content for your intended product. By completing this unit, you will have the skills to:

* create a proposal to meet a client brief
* produce planning materials
* create and manage original content for the product
* apply editing techniques.

You should present your work using a range of mediums in the planning, production and post- production stages. This could include photographs, audio commentary or written notes to evidence your progression and development of your production in the production stages.

**YOU MUST ALWAYS KEEP THE BRIEF IN MIND AND CONSTANTLY REFER TO IT IN YOUR BLOG TASKS**

**Task 1**: Analysing audio-visual promos

**Learning Outcome 1:** Understand and explain the purpose of audio-visual promos

**Your task is to:**

Create a report or presentation that investigates the different purposes, audiences, structure, conventions and production techniques of audio-visual promos. This needs to be completed so that you can explain the structure, technical approaches and messages that are created within audio- visual promos.

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| **Pass** | **Merit**  **page12image8528** | **Distinction** |
| P1: Explain the structure of identified audio-visual promos for different purposes | M1: Analyse the different approaches used in the identified promos | D1: Compare and contrast the messaging within these identified promos |
| page12image15808**Evidence** | | |
| The report could be presented in a written or video format that demonstrates investigation and analysis of a range of audio-visual promo products that have been created for different purposes and audiences.  The report or presentation must include:  P1   * • analysis of the purposes, audiences and structures of a range of audio-visual promos. This may include reference to narrative and production techniques to aid explanation of structure.   M1   * • analysis of different approaches used in the range of audio-visual promos you have analysed. This may include a discussion of how conventions of genre and the medium have been used as an approach. Alternatively, this may include a discussion of production techniques to demonstrate a technical approach to how the audio-visual promo has been produced.   D1   * • analysis of the messages, such as issues of representation, narrative meaning or specific connotations, will be included in the report. * • a comparison of the messages within the audio-visual promos that have been analysed will also be included in the report. | | |

Task 2: Planning the audio-visual promo

Learning Outcome 2: Be able to generate ideas for an original audio-visual promo

**Your task is to:**  
Develop concept ideas and pre-production materials for an original audio-visual media product.

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| Pass | Merit | Distinction |
| P2\*: Create concept documentation or designs  \*Synoptic link to Unit 2 Pre- production and planning | M2\*: Discuss the issues and risks involved in producing the planned promo  \*Synoptic link to Unit 2 Pre- production and planning |  |
| P3\*: Produce pre-production materials  \*Synoptic assessment from Unit 2 Pre-production and planning | page13image15104 |  |
| Evidence | | |
| You must produce evidence that demonstrates planning of your concept and final idea for your audio-visual promo.  P2   * • mood boards, mindmaps to show initial planning to represent visual styles and themes intended in the final audio-visual promo P3 * • annotated storyboards that show camera and editing techniques and key sounds to be used in the final audio-visual promo   P3  You must produce pre-production materials which are consistent with industry standards. Your evidence must include pre-production materials presented as shown below:   * • tables, written notes or online applications to organise timescales and milestones * • call sheets * • forms to evidence permissions for models/actors /locations, risk assessment and recces of locations, etc.   M2  Your evidence should include:   * • evidence to show consideration of copyright issues. * • consideration of regulatory issues that could impact the scheduling/distribution of the final audio-visual promo | | |

Task 3: Create production materials for an audio-visual promo

Learning Outcome 3: Be able to produce production materials for an original audio-visual promo idea

**Your task is to:**

Generate original content for your media product.

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| **Pass** | **page14image5312Merit** | **Distinction** |
| P4: Create the production materials in line with the plan |  | D2: Justify the creation process against the original concept documentation |
| **Evidence** | | |
| You must produce production materials to create content for the production.  Your evidence must include relevant production materials that will fulfil the requirements for the chosen brief.  Your production evidence must include: P4   * • filming video. i.e. setting up cameras, locations to film, raw footage and logging rushes. You will evidence that you have completed the task of filming your planned material through photographs or short vlogs. You must do this to show your role in the production. This must include risk assessment directly related to filming using the available equipment. * • A series of rushes must be included as evidence of filming. * • evidence of recording and audio work i.e. setting up and using sound equipment, audio recordings and gathering sound assets. This can be a series of screen grabs or short vlogs. This must include risk assessment directly related to sound recording and copyright of any found soundtrack assets.   Your evidence should include: D2  •a report that justifies the creation process you have taken against the original concept document to show how your filming of the audio-visual promo relates to planned work. The report could include tables or diagrams to justify any decisions that you have made. | | |

Task 4: Editing the audio-visual promo (This task should take between 3 and 6 hours.)

Learning Outcome 4: Be able to finalise production materials for an original audio-visual promo idea.

**Your task is to:**

Carry out post-production on techniques and processes to produce a final media product.

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| **Pass** | **Merit**  **page15image7088** | **Distinction** |
| P5: Produce an off line edit of the promo |  |  |
| P6: Carry out post-production processes to edit the audio- visual material to produce the final product | M3: Justify the visual and audio effects used within the promo |  |
| **Evidence** | | |
| You must carry out post-production edits and add effects to your audio-visual production material  Your evidence must include:  P5   * • an offline edit. You will submit an audio-visual product without adding special effects, transitions or final audio dubbing techniques.   P6   * • the final audio-visual promo. This will include all titles and graphics based on your chosen brief from the scenario. It will include all relevant transitions. All audio dubbing will be complete and all incidental music and sound effects will have been added to the product to enhance meaning   Your evidence should include:  M3  •you will justify any visual effects and/or sound effects you have used in your audio-visual promo. You will state why you have used these effects in relation to following specific conventions or to create meaning for the target audience. | | |
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**Evidence Checklist**

**OCR Level 3 Cambridge Technicals in Digital Media**

**Unit 15: Create an audio-visual promo**

**STUDENT NAME:**

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| **For PASS have you: (as a minimum you have to show you can meet every pass criterion to complete the unit)** | **Where can we find the evidence? Give page number or blog title** |
| P1: Explained the structure of identified audio-visual promos for different purposes |  |
| P2: Created concept documentation or designs |  |
| P3: Produced pre-production materials |  |
| P4: Created the production materials in line with the plan |  |
| P5: Produced an off line edit of the promo |  |
| P6: Carried out post-production processes to edit the audio- visual material to produce the final product |  |

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| **For Merit have you:** | **Where can we find the evidence? Give page number or blog title** |
| M1: Analysed the different approaches used in the identified promos |  |
| M2: Discussed the issues and risks involved in producing the planned promo |  |
| M3: Justified the visual and audio effects used within the promo |  |

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| **For Distinction have you:** | **Where can we find the evidence? Give page number or blog title** |
| D1: Compared and contrast the messaging within these identified promos |  |
| D2: Justified the creation process against the original concept documentation |  |

**The moderator likes to see first examples of some of your ideas and then redrafted versions, highlighting what changes you made and why (could be changes you made as you personally thought they were needed, or that a focus group gave feedback after you pitched the proposal to them). Don’t forget to add some.**