**Assignment and checklist for Unit 3: Create a media product**

**Scenario/Client Brief:**

**Your region needs you!**

You have been asked to produce promotional material for the new regional culture award as part of ‘The Culture Campaign’. Cities and towns in your region are all taking part to promote the range of cultures that are part of each city and town’s unique identity.

You are required to make **one** of the following media products to showcase and promote your local town or city:

**An audio-visual product:**

**This could be, for example, one of the following:**

a promotional video

online content

a documentary

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**: Create a proposal for a media product

**Learning Outcome 1:** Be able to create a proposal with sample materials for an original media product to a client brief.

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| **Pass**  | **Merit**  | **Distinction**  |
| P1: Produce a proposal for the original media product to meet the client brief  | M1: Justify content, distribution and marketing methods identified for the planned production to meet a client brief  |  |
| P2: Create sample materials to support the proposal  |  |  |
| **Evidence (Remember to include the title at the top of every entry)** |
| The proposal should be presented in a written format, which could be supported by audio-visual evidence, that demonstrates the initial planning ideas for development. You must produce sample material that could be incorporated in the content of the proposal. **(P1)** The **proposal evidence** must include: * treatment: purpose, form and genre of media product, content (mise-en-scene, camerawork, editing, transitions, titles/graphics used, sound: dialogue and soundtrack), target audience (demographics, psychographics, age, gender, spending power etc.), resources and personnel needed (e.g. software, hardware, job roles and responsibilities), distribution and marketing methods (e.g. potential synergy and cross promotion, social media, online, print, TV etc.)
* images and graphics to create visual support to the planning ideas
* examples of existing products that may be drawn on for inspiration in terms of form, etc. (use your research into similar products to determine what professional examples did and what you would like to pastiche)

**(P2)** The **sample materials** to support the proposal should include: * a storyboard for the first page of action (include framing, transitions, camera directions/actions, sound and timings)
* the first page of a script (using dialogue from the voiceover/presenter and text on screen and the shots you’ll include)
* font styles used for any text on screen
* Ideas for your audio-visual product

**(M1)** You are required to **justify** content, distribution and marketing methods that are realistic and feasible for the media product you are going to produce. This must be detailed to gain the M1 for this LO compared to evidence for P1. **Remember:** **Justify means that you** **state what you have chosen and why it is suitable for your media product**You must link this to the client brief. Think about who the client is, why they want you to create the media product, who it is for, why you have included the ideas you have and their intended effect. |

**Task 2**: Plan and develop pre-production materials

**Learning Outcome 2:** Be able to plan and develop pre-production materials for an original media product to a client brief.

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| **Pass**  | **Merit**  | **Distinction**  |
| P3: Develop pre-production materials for an original media product | M2: Legal and ethical issues are identified and resolved for the planned production |  |
| **Evidence (Remember to include the title at the top of every entry)** |
| **(P3)** You must produce pre-production materials **consistent with industry standards**. Your evidence must include pre-production materials presented as shown below: * annotated storyboards (including camera shots, angles, scene duration, transitions, action and sound), shooting scripts, shot list, consideration of mise-en-scene
* forms to evidence permissions for models/actors/general public/locations, risk assessment and recces of locations, etc.
* mood boards, and layouts, fonts and colour schemes to represent visual styles and themes intended in the final magazine
* tables, written notes to organise timescales and milestones (Gantt charts, production schedule, call sheets)

**(M2)** You must think about the legal and ethical issues that you would encounter with this production. The idea is to take action to resolve any issues before you create your production, so the product can be used without causing offence or legal challenge.* list legal and ethical issues that could impact the production: location permissions, contracts for your voice actors/actors, BBFC rating and why it might be needed, ASA/OFCOM (what rulings would apply?), other ethical and legal aspects covered in other units
* explanation of how you will resolve each issue (mention the documents you have signed in P3 and how they will help resolve possible issues)

You must include reference to the client brief that you completed as part of **LO1** to inform your preproduction materials – these will be further developed once your proposal was approved by Cambridge City Council to help you create your production. The moderator wants to see the development of your original ideas as well as new, more detailed pre-production examples. |

**Task 3**: Create production materials

**Learning Outcome 3:** Be able to create production materials for an original media product to a client brief.

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| **Pass**  | **Merit**  | **Distinction**  |
| P4: Create production materials to be used in the original media product. | M3: Create production material that follows the codes and conventions of the chosen genre for the media product.  |  |
| **Evidence (Remember to include the title at the top of every entry)** |
| **(P4)** You must produce production materials to create content for the production. Your evidence must include relevant production materials for the chosen medium: * audio-visual products: setting up cameras, locations to film, raw footage and logging rushes (e.g. reviewing all footage/audio recorded and specifying which footage/audio is useable or not useable and why) – **you must reference any sourced content (graphics, music or sound effects etc.) not created by you. They should be copyright free or you have permission to use them**
* ensure safe working practices are followed
* you’re using the pre-production materials to inform your production
* Make sure that you document the processes with photos and comments, particularly when using equipment – take photos of you setting up the equipment and taking the shots

**(M3)** You must produce production materials that reflect the codes, conventions and genre for the media product being produced. Choose parts of the film you have created and textually analyse it, linking it to the codes and conventions of similar products. Use examples and be specific – use key terms learnt in Unit 1: genre, representation, narrative, connotations, etc.You must include specific references to the client brief. |

**Task 4:** Post-production techniques and processes

**Learning Outcome 4:** Be able to carry out post-production techniques and processes for an original media product to a client brief.

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| **Pass**  | **Merit**  | **Distinction**  |
| P5: Carry out post-production techniques and processes to produce a final original media product in line to the client brief  |  |  |
| **Evidence (Remember to include the title at the top of every entry)** |
| **(P5)** You must carry out post-production stage techniques and processes consistent with your planning materials. Your evidence must include: * Off-line edits (no visual or audio effects), edit decision lists
* You need to have evidence of the post-production techniques and methods you used (editing techniques) through videos and/or screenshots, which are supported with a written commentary of what you did and why (key sections only). This will show evidence of manipulating content, applying effects, image editing
* Your finished media product saved and rendered appropriately
* A review of the suitability of your media product for the target audience, and you should also discuss strengths and improvements. This should be written notes supported with visuals/screen grabs (textual analysis)
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**Task 5:** Meeting the client brief

**Learning Outcome 4:** Be able to carry out post-production techniques and processes for an original media product to a client brief.

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| **Pass**  | **Merit**  | **Distinction**  |
|  | M4: Demonstrate how the exported media product meets the client brief | D1: Analyse how post- production techniques and processes create meaning in the media product to meet the client brief |
| **Evidence (Remember to include the title at the top of every entry)** |
| **(M4)** Your evidence must include: * You will need to export the audio-visual product appropriate for its use. Why might you save different quality files? (Think about how they might use it in marketing and promoting the film)
* Explain how the exported media product meets the client brief – brief report

**(D1)** A written report that analyses how post-production techniques and processes that you used created meaning in the audio-visual product. This must include a reference to meeting the requirements of the client brief and proposal. This must also include the specific post-production tools used to create meaning supported with examples from the media product  |

**Evidence Checklist**

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

**Unit 3: Create a media product**

**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**  |
| Produced a proposal for the original media product to meet the client brief. (P1)  |  |
| Created sample materials to support the proposal. (P2)  |  |
| Developed pre-production materials for an original media product. (P3)  |  |
| Created production materials to be used in the original media product. (P4)  |  |
| Carried out post-production techniques and processes to produce a final original media product in line to the client brief. (P5)  |  |

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| **For Merit have you:**  | **Where can we find the evidence? Give page number or blog title**  |
| Justified content, distribution and marketing methods identified for the planned production to meet a client brief. (M1)  |  |
| Identified and resolved legal and ethical issues for the planned production. (M2)  |  |
| Created production material which follows the codes and conventions of the chosen genre for the media product. (M3)  |  |
| Demonstrated how the exported media product meets the client brief. (M4)  |  |

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| **For Distinction have you:**  | **Where can we find the evidence? Give page number or blog title**  |
| Analysed how post-production techniques and processes create meaning in the media product to meet the client brief. (D1) |  |