



MEDIA Production

UNIT 3 - Create a Media Product

LESSON 3

Externally Examined Unit

- > The exam board have set you a brief, you should download it and **read** it.
- > You will have to respond within a certain time limit. (Each task has a limited number of hours for you to complete)
- > Add your assignment brief work to: **U3 L01, U3 L02, U3 L03, U3 L04**



Assignment

PRE-PRODUCTION

Now it's time to complete the planning for your production.

PRODUCTION

Now it's time to film/record the production

POST-PRODUCTION

Now it's time to edit your piece together

Assignment for learners Unit 3: Create a media product

Scenario

The scenario

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

- a radio advert
- an original song
- a music talk show, etc.

An audio-visual product
This could be, for example, **one** of the following:

- a promotional video
- online content
- a documentary

Print based/graphics product
This could be, for example, **one** of the following:

- a double page spread for a local magazine or newspaper
- a print based/graphics advertisement which includes two of the following:
 - a poster
 - a billboard
 - digital content/web pop-up
 - a leaflet
- an information pack

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.

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	
<i>*Synoptic link to Unit 2 Pre-production and planning</i>	<i>*Synoptic link to Unit 2 Pre-production and planning</i>	
Evidence		
<p>You must produce pre-production materials which are consistent with Industry standards.</p> <p>Your evidence must include pre-production materials presented as shown below:</p> <ul style="list-style-type: none"> • forms to evidence permissions for models/actors /locations, risk assessment and recesses of locations, etc. • mood boards, storyboards to represent visual styles and themes intended in the final production • tables, written notes or online applications to organise timescales and milestones • consideration of legal and ethical issues that could impact the production 		

LEARNING OUTCOMES

Produce all the relevant pre-production material to industry standards

Develop and Evidence identified legal and ethical issues and resolve them



Investigating
codes and
conventions of a
script & print
product

Sample Radio Script Mortgage Loan

:60 Radio
Warrick Federal Credit Union
Mortgage Loan
"Abby Calls for Bigger House"

SFX: PHONE RINGS

WFCU Employee: Warrick Federal Credit Union. How may we help you?

Abby: Hi, my name is Abby.

Employee: Well "hi" Abby. What can I do for you?

Abby: We need a bigger house.

Employee: A bigger house?

Abby: I'm gonna have a new baby sister, and mom says we need more room.

Employee: Oh, I see.

Mom: *[YELLING FROM THE DISTANCE]* Honey, don't play on the phone.

Abby: *[YELLING TO MOM]* OK. *[THEN BACK TO EMPLOYEE]* Now, do we get the money?

Employee: *[LAUGHS]* Abby. Why don't you have your Mom or Dad give us a call? We'll tell them how we can help you get that bigger house.

In your experience so far..
What is the definition and
purpose of a script and
why are they used?

Task:
Find an example of a RADIO, TV and FILM script.
Then identify and evaluate the similarities and
differences and why these scripts might be
different?

1. INT. HOSPITAL DAY

September 1885. Seven o'clock in the morning. The corridor of a hospital. The light (a gas-jet) goes out; a little daylight is creeping in through the windows. A big door opens into a room which can be dimly glimpsed; nurses are bustling around at the far end; this is the hour when the patients are awakened; the nurses are changing dressings, attending to the patients (all women), washing them. The shabby, gas-lit room provides a forbidding effect. Above the door is a notice: Ophthalmic Ward. Dr. Heinz.

Two stretcher bearers come along the corridor; on their stretcher lies an old woman whose staring eyes appear to be sightless. The men halt outside the door and put down the stretcher, while they regain their breath. They are elderly men, with grey moustaches. They mop their foreheads.

A nurse—forty years old, hard-featured, spectacled—appears in the doorway, coming from inside the ward. She looks at the old woman and the stretcher bearers with a glum expression; she is clearly in a hurry. The men hang their heads, already resigned.

THE NURSE
(Looking at the old woman, recognizing her)
Again! Oh no!

1st STRETCHER BEARER
But what do you want us to do with her?

THE NURSE
I told you: the psychiatric ward.
(tapping her own forehead)
That's what's wrong with her.

2nd STRETCHER BEARER
They say there's nothing the matter with her.

THE NURSE
Well, then send her home.

The old woman hoists herself up a little; she has a hunted expression.

THE PATIENT
(to no one in particular)
I'm blind.

THE NURSE
(sharp and disagreeable laugh)
My good woman; I wish I could see as well as you.
(to the stretcher bearers)
Dr. Heinz examined her yesterday: all the organs are sound.

She kicks the door on the crestfallen stretcher bearers. The 1st stretcher bearer hammers on the door. The nurse opens it, furious.





Now it's time to ramp up a gear, we are looking for "perfect" scripts, ones which are formatted corrected and ones that tell us a GREAT story. You have it within you to script your product to perfection.

Remember the example brief calls for an examination of culture. So, what could you make? What could you write? Maybe you could turn the culture idea into a piece of drama?

Firstly let's go over what CELTX has to offer and the correct way to format your story.

- > Scene Headers
- > Character Names in Caps
- > Description Description Description Description Description Description
- > Believable Dialogue Believable Dialogue Believable Dialogue
- > Scene & Page Numbers
- > PDF Output
- > Title Pages with all information
- > Parentheticals.



PRINT

Create a mind map that outlines the codes and conventions of the two print products you intend to make.

Use the internet to help you clearly define what the codes and conventions of these things are.



Advertise

We have many options available to assist you in promoting your website.

Premium Sponsorship: \$1,500/month. Your advertisement will appear across all category pages within 24 hours of payment. We reserve the right to adjust content to business we deem appropriate in SevenSeek's advertising.

Sponsored Listing: \$180/year. Your subscription will be reviewed within 24 hours of activation, your entry will display highlighted at the beginning of its category. The payment is a one-time fee, and your sponsored listing will expire in one year.

Website Listing: \$40. Your web site will be reviewed within 24 hours. This is a one-time fee.

Web Page Listing: \$40. Your web site will be reviewed within 24 hours. This is a one-time fee.

If you have questions or comments, call 714 Monday, 1.888.753.1172.

Why use SevenSeek

The SevenSeek Web Directory is one of the most highly promoted web directories on the Internet. Our partnerships with Top 100 and 500 network address consumer traffic to more than 200 high traffic websites. Sometimes our site are ranked 10 times the number of our peers. That is why for every 100 hits, there are ten search hits on our site every day on SevenSeek. Use at a one-time fee of just \$40, you really can't go wrong.

Fast: SevenSeek submissions are processed in 18 hours or less, guaranteed. If your site isn't reviewed in 48 hours or less, you're entitled to a full refund of the subscription fee.

Affordable: SevenSeek is one of the most affordable web directories on the Internet. Compare SevenSeek's \$40 one-time submission fee to Yahoo's annually recurring subscription fee of \$295.

Responsive: SevenSeek is the only major web directory to offer 24/7 live phone support. Submission questions? Call any time toll free 1.888.753.1172.

High Traffic: All indexes reports more links for SevenSeek than any other commercial web directory. In fact, as many links from business.com, for.com, and many other top 100 web directories and 20 from members of the Microsoft's Central.

Only the BEST of the Web



Magazine header Bar

Masthead

Selling Line

Main Image

Website

Price

Dateline

Barcode

Main Cover Line

Coverlines

Small images

Footer bar

AUDIO EVIDENCE

> Written Interpretation
of the Narrative



> Dialogue



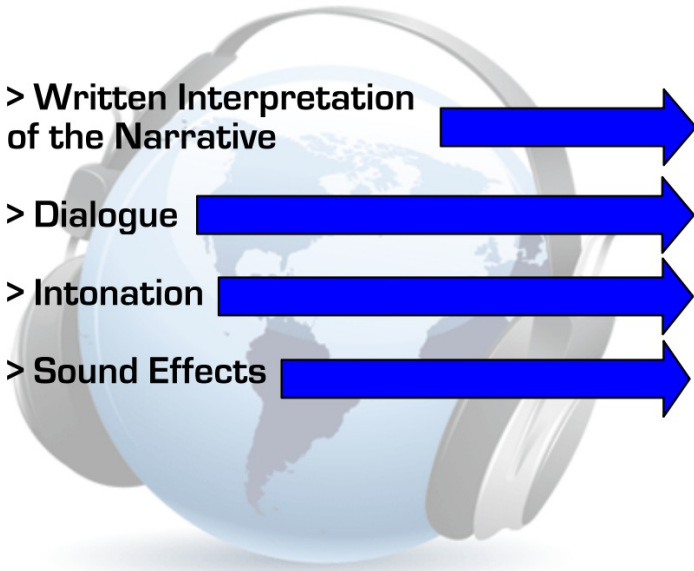
> Intonation

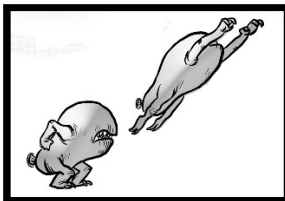
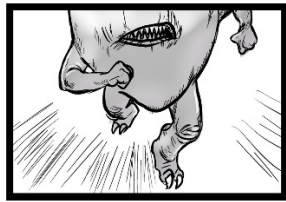
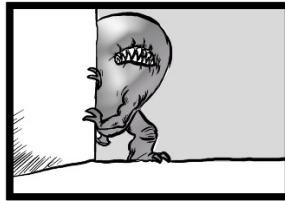
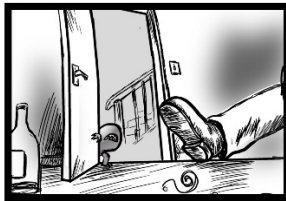


> Sound Effects



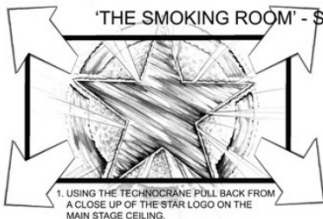
**RESEARCH WHAT THESE
ACTUALLY ARE AND THEN
HAVE A GO AT PRODUCING
THE EVIDENCE FOR THEM!**





STORYBOARDS
Life is better in pictures.

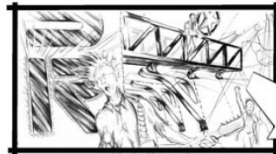
'THE SMOKING ROOM' - STORYBOARD 2 - VARIOUS SEQUENCES - DRAWN BY IAN TOMLINSON



1. USING THE TECHNOCRANE PULL BACK FROM A CLOSE UP OF THE STAR LOGO ON THE MAIN STAGE CEILING.



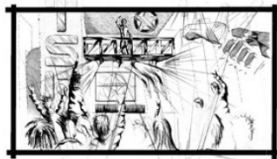
2. CONTINUE TO PULL BACK SWINGING TO THE LEFT BRINGING ZACK INTO THE SHOT.



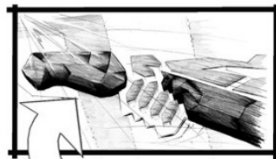
3. LOWER AND CONTINUE TO PULL BACK BRINGING THE WHOLE STAGE INTO THE SHOT AS THE MAIN BAND BEGINS TO PLAY.



1. SHOT FROM TECHNOCRANE ADVANCING THROUGH ENTRANCE TUNNEL. A CROWD CAN BE SEEN PAST THE SMOKE AND LASERS



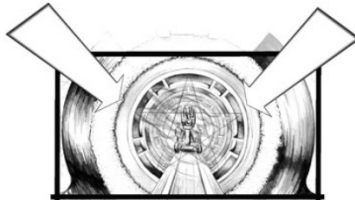
2. CONTINUING TO THE END OF THE TRACK, FOCUS AND EXTEND CRANE TOWARDS THE MAIN STAGE OVER THE HEADS OF THE STANDING AUDIENCE



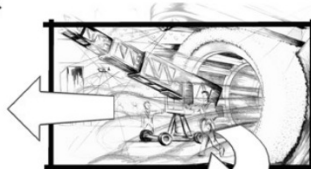
3. LIFT AND SWING TO THE RIGHT FOLLOWING THE ARM OF THE RIGHT STAGE FIGURE. LIGHTS FLARE OVER THE GIANT SET WEDGES.



1. USING A HAND HELD CAMERA PAN RIGHT ON TO A CLOSE UP OF ZACK AS HE INTRODUCES AN IMPORTANT ELEMENT OF THE SMOKING ROOM... THE SUPER TECHNOCRANE.



2. ZACK DISAPPEARS OFF TO THE RIGHT AS YOU MOVE IN TOWARDS THE TUNNEL ENTRANCE. SOMETHING CAN BE SEEN MOVING INSIDE THROUGH THE SMOKE.



3. PULL BACK ON TO THE LIGHT PANEL, WALKWAY AND WIDEN THE SHOT AS THE CRANE APPEARS.

- > Camerashot & Movement
- > Description of shot
- > Shot Number
- > Shot Name
- > Sound
- > Editing Transition

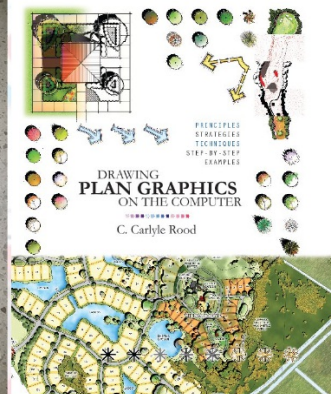
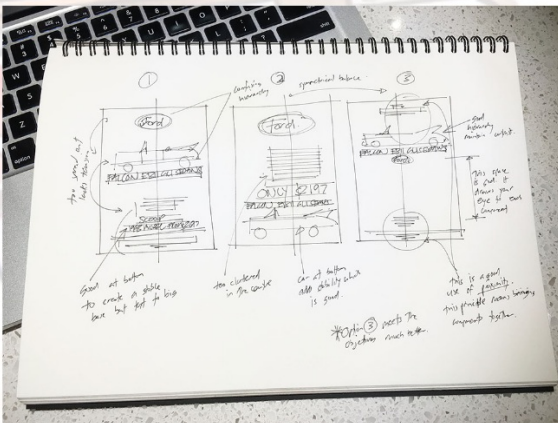
In the header/footer

- > Directors Name
- > Production Name
- > Page Number

PRINT BASED AND GRAPHIC EVIDENCE

- > Annotated sketched layout
- > Moodboards to represent visual styles and themes
- > Plan for Photographs
- > Plan for Graphics
- > Selected fonts/graphics/colours

Research what these might entail and have a go at producing the evidence



Margaret Campbell

- Bauhaus -

Margaret Campbell

- Berkeley -

Margaret Campbell

- Brush Script -

Margaret Campbell

- Cheltenham -

MARGARET CAMPBELL

- Copperplate Gothic -

Margaret Campbell

- Ephraim ROB -

Margaret Campbell

- Eras Contour/TC-Normal -

Margaret Campbell

- Eurostile -

Margaret Campbell

- Optima -

Margaret Campbell

- Papyrus -

Margaret Campbell

- Pristina -

Margaret Campbell

- Quickhände -

Margaret Campbell

- Quorum Book -

Margaret Campbell

- Rapier -

Margaret Campbell

- RussellSquare -

MARGARET CAMPBELL

- Scania Sans Caps Bold -



**PRODUCTION SCHEDULE & INFORMATION
PACK**

Film: **THE DEADLY WOMAN**
RX Date: 15th November 2015

PRODUCTION SCHEDULES

CAST CONTACT DETAILS
 LEAD CHARACTERS NAME HERE ACT
 LEAD CHARACTERS NAME HERE Ema
 LEAD CHARACTERS NAME HERE ACT
 LEAD CHARACTERS NAME HERE Email
 LEAD CHARACTERS NAME HERE ACT
 LEAD CHARACTERS NAME HERE Email

CREW CONTACT DETAILS
 Add/Details as appropriate
 Producer/Director NAME
 Screenplay Mobile num
 Camera Operator NAME
 Commissioning Producer MR. SHEP
 Sound NAME
 Lighting Mobile num
 Editor NAME
 Camera Operator Mobile num

USEFUL NUMBERS
 Netherhall School (main switchboard) 01223 242931
 Huntingdon District Council 01480 388388
 Land Registry 01733 288288
 Highways Agency 0345 045 5212
 Cambridgeshire District Council 01223 717 111
 National rail enquiries 08457 48 48 50

TECHNICAL REQUIREMENTS
 NETHERHALL SCHOOL TECHNICAL DEPARTMENT BRIEF
 DOP: Name of Camera Person In Here
 Item Source
 What bit(s) of kit are you using? (e.g. Camera, Tripod, etc.) Where it comes from (e.g. Person
 Department)

IN AN EMERGENCY
 In case of emergency during location filming, you must contact one of the following people:-
 Commissioner for Netherhall School 01223 242931
 Mr. Sheppard 01223 242931

SHOOTING SCHEDULE - CALL SHEET

PRODUCTION
 NAME OF THE FILM Day 1 of ?
 RX DATE:
 RECORDING DATE:

FILMING LOCATION 1: WRITE HERE WHERE YOU WILL BE FILMING (street address only)
 CREW CALL TIME: 0000
 What time you want your crew to arrive.
 PRINCIPLE CALL: 0000
 What time you want your actors to arrive.
 Any notes you want to make goes in here: (for example you may want to tell the actors what to wear in terms of costume, make-up, hair style or to ask them to bring a prop for the filming)

SUNRISE: 0000 SUNSET: 0000
 PARKING LOCATION: If people are bringing cars write here where they can park

LOCATION 1
 SETUP CAMERA: START FINISH Write times in 24 hour clock.
 BEGIN SHOOTING (with Actors): 0000 0000

LOCATION 1 - Scene Breakdown

SCENE	SET	DIN	PAGE(S)	CAST
0	INT/EXT Inside or out?	Day/Night	Script Page Number(s)	Who is required actor wise?
The scene numbers you intend to film				

PROPS / PRODUCTION DESIGN REQUIREMENTS

SCENE	PROPERTIES	DESIGN
0	Props required for this scene	Any special design requirements?

COSTUME REQUIREMENTS

SCENE	ACTOR	COSTUME
0	Name of Actor	What do you want them to wear?
0	Name of Actor	What do you want them to wear?

EMERGENCY SERVICES IN FILMING LOCATIONS

Standard Emergency Number
 Police Direct 999
 Fire CAMBRIDGE 101
 Police CAMBRIDGE 01223 376200
 43 Parkside
 Cambridge
 CB1 1JF
 01223 358 866
 Parkside Police Station
 Parkside, City Centre
 Cambridge, CB1 1JG
 A&E CAMBRIDGE 01223 245151
 Addenbrookes Hospital
 Hills Road, Cambridge
 CB2 3RQ

LOCATION PHOTOGRAPHS
 WRITE HERE YOUR LOCATION NAME & ADDRESS
 Drawing Required: Write here for props / set dressing you will need on the filming day
 ADD PICTURES OF THE LOCATION HERE (USUALLY 3 PER LOCATION)

What is a PRODUCTION SCHEDULE?

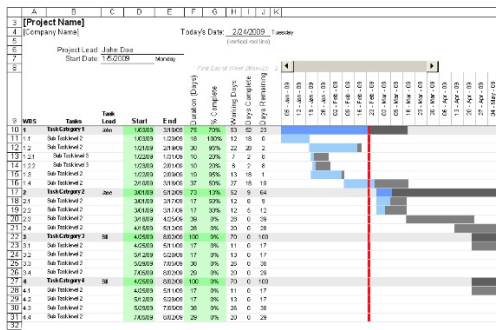
Who would use it?

How can it be helpful?

ACTOR INFORMATION

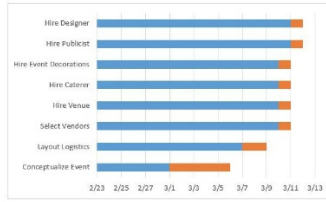
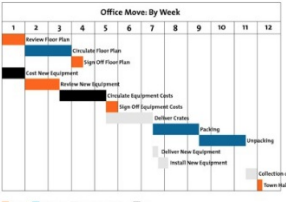
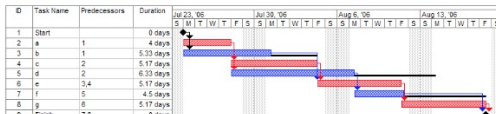
Insert Picture of your actor here	Insert information about your actor here
Insert Picture of your actor here	Insert information about your actor here
Insert Picture of your actor here	Insert information about your actor here
Insert Picture of your actor here	Insert information about your actor here

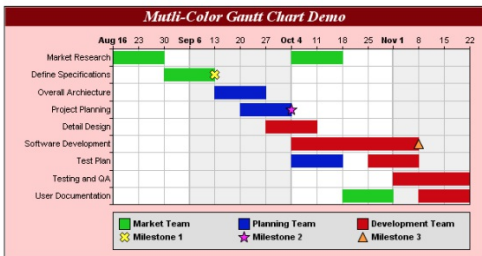
Production Schedule DEMO



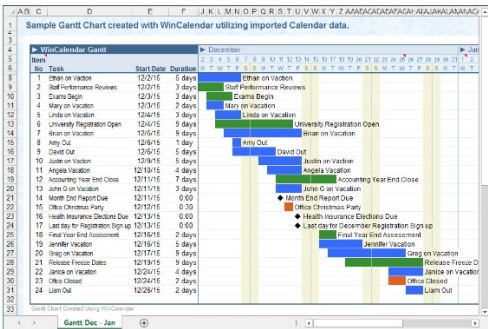
ORGANISING YOURSELF

A GANTT CHART





A GANTT chart breaks down each day of pre-production, production and post production and ensures you do not go over any deadlines. It keeps you on track and should be one of the first things you produce.



Start by listing all the things you may need to do if your example assignment was the real thing.

Include items like:

- > Hire Actors
 - > Book Kit
 - > Script it
 - > Fill out Schedule
 - > Do a Risk Assessment
- etc..



Task

Complete the next task which is called:

PRE-PRODUCTION MATERIALS

Post in: U3 L02



You will need to identify and resolve any legal and ethical issues for their productions. This may include how you represent actors and models who feature in the product for a specific audience or how to seek permissions for locations, models etc.

You will need to identify and resolve any legal and ethical issues for your production. This may include how you represent actors and models who feature in the product for a specific target audience or how to seek permissions for locations, models etc...

But how do you know that something might get banned?

Take a look at this image, why do you think such an innocent photo was banned?



Can you identify why these adverts were

BANNED! ?

ASA Advertising Standards Authority, the UK's independent regulator for advertising across all media



You Wouldn't Let Your Child Smoke.
Like smoking, eating bacon, sausages and other processed meats is linked to cancer.
Go vegan! PETA

SISLEY
Fashion Junkie



BIGGER. FATTER. GYPSIER.
14.02.12

INVESTIGATE - WHO ARE OFCOM
What do they do?
Why are they relevant to audio/ audio-visual productions?



making communications work
for everyone

Search the Ofcom site...

- Home
- Phones, telecoms and internet >
- TV, radio and on-demand >
- Postal services >
- Spectrum >
- Consultations and statements >
- Research and data >
- About Ofcom >
- Manage your licence >
- Pay your licence online >



Broadcast Bulletin

Our Broadcast and on-demand bulletin includes the findings on the complaints we've received about TV and radio programmes.



[Report a complaint or an issue](#)



[Nuisance calls and messages](#)



Task

Complete the next task which is called:

LEGAL AND ETHICAL ISSUES

Post in: U3 L02