



UNIT 3 - PRODUCTION

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
P4: Create production materials to be used in the original media product	M3*: Create production material which follows the codes and conventions of the chosen genre for the media product. <i>*Synoptic link to Unit 1 Media products and audiences</i>	
Evidence		
<p>You must produce production materials to create content for the production.</p> <p>Your evidence must include relevant production materials for the chosen medium:</p> <ul style="list-style-type: none"> • audio products, i.e. using sound equipment, setting up audio software, audio recordings • audio-visual products, i.e. setting up cameras, locations to film, raw footage and logging rushes • print based and graphics, i.e. taking photographs, sourcing your assets, writing body copy, setting up software (e.g. desktop publishing, image editing) 		

LEARNING OUTCOMES

Produce all the relevant production material to industry standards

Evidence log sheets, copyright referencing and sourcing of sound effect/photographic material correctly.

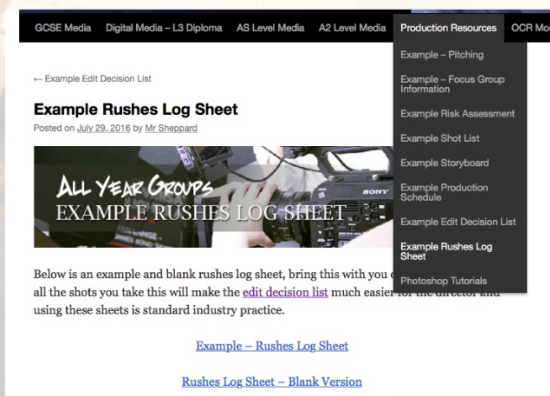
DURING PRODUCTION

It's important you understand the need to log your "rushes"

Download the example rushes log sheet and the blank version and work out how you will manage this.

Usually the production assistant would under take this role but who will do it in your production?

DEMO - RUSHES LOG SHEET



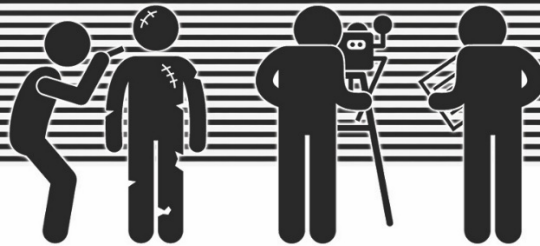
The screenshot shows a website with a navigation menu at the top containing: GCSE Media, Digital Media – L3 Diploma, AS Level Media, A2 Level Media, Production Resources, and OCR Mod. Below the menu, there is a list of links: Example – Pitching, Example – Focus Group Information, Example Risk Assessment, Example Shot List, Example Storyboard, Example Production Schedule, Example Edit Decision List, Example Rushes Log Sheet, and Photoshop Tutorials. The main content area features a heading 'Example Rushes Log Sheet' with a sub-heading 'Posted on July 29, 2018 by Mr Sheppard'. Below this is a video thumbnail with the text 'ALL YEAR GROUPS EXAMPLE RUSHES LOG SHEET'. A paragraph of text follows: 'Below is an example and blank rushes log sheet, bring this with you all the shots you take this will make the edit decision list much easier for the director and using these sheets is standard industry practice.' At the bottom, there are two blue links: 'Example – Rushes Log Sheet' and 'Rushes Log Sheet – Blank Version'.

COPYRIGHT AND REFERENCING

If all of your final production is copyright free and completely original then you will want to create your own referencing information. **What is copyright?** However if you have used any piece of copyright free or copyrighted music then you will need to "cite" these.

"Citing" is the process of "crediting" the source you have used and is **REALLY** important. Citing should look like this:

Once you've worked it out, create a "cite" others can use to credit your finished production.



Production Materials

Actual video of you when filming / recording / in front of photoshop

Shots of you using Risk Assessment, Script, storyboard, photography plan etc.

Using the logging sheet

Talk direct to camera and physically show your risks and the solutions in place!

Basic discussion of the shots / sound or graphic that is a convention and how it is being done.

Production Materials:

You must create a behind the scenes video that details the following things:

- > Overall creation of your product
- > You using your planning materials when shooting
- > Demonstration of you setting up relevant equipment / software and methods for example:
 - Audio Products (i.e. using sound equipment, setting up audio software, audio recording)
 - Audio-Visual Products (i.e. 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))
 - Print based and Graphics (i.e. taking photographs, sourcing your assets, writing body copy, setting up software (e.g. desktop publishing, image editing))
- > Demonstration of you ensuring safe working practices as outlined in your risk assessment are being adhered to
- > Discussion of you ensuring the codes and conventions of the genre chosen are being adhered to.

Production Materials

Production Codes and Conventions for Audio Product

When your shoot is finished you must film a second video that covers the following aspects:

- > State your genre
- > State how your jingles, motifs, music, sound effects, presenters and mode of address are reflecting the codes and conventions of this genre. Use examples and be specific.
- > Use the words: Denotation, Connotation, narrative and representation.

Production Codes and Conventions for Audio-Visual Product

When your shoot is finished you must film a second video that covers the following aspects:

- > State your genre
- > State how your mise-en-scene, camerawork, editing and sound are reflecting the codes and conventions of this genre. Use examples and be specific.
- > Use the words: Denotation, Connotation, narrative and representation.

Production Codes and Conventions for Print-based and Graphics

When your shoot is finished you must film a second video that covers the following aspects:

- > State your genre
- > State how your layout, house style, colour scheme, photography techniques, captions and font styles are reflecting the codes and conventions of this genre. Use examples and be specific.
- > Use the words: Denotation, Connotation, narrative and representation.

This should be in your proposal

What are the codes and conventions of your product? Then use these words as headings and discuss each one in turn in terms of how they are representing the place of Cambridge. What's the denotation and connotation hidden within your video?

Denotation - What you see
Connotation - What it means
Narrative - the story you are trying to tell
Representation - How are you representing both people and place?



Task

COMPLETE TWO TASKS:

PRODUCTION MATERIALS
for the pass criteria

CREATE PRODUCTION
MATERIAL THAT FOLLOWS THE
CODES AND CONVENTIONS OF
THE CHOSEN GENRE FOR THE
MEDIA PRODUCT
for the merit criteria

Post in: U3 L03