



UNIT 3 - POST 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
P5: Carry out post-production techniques and processes to produce a final original media product in line to the client brief	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
		<i>*Synoptic link to Unit 1 Media products and audiences</i>
Evidence		
<p>You must carry out post-production stage techniques and processes consistent with your planning materials.</p> <p>Your evidence must include:</p> <ul style="list-style-type: none"> • audio products, i.e. manipulating content, applying effects (e.g. screenshots, screen recordings) • audio-visual products, i.e. manipulating content, applying effects (e.g. screenshots, screen recordings), offline edit • print based and graphics, i.e. manipulating content, applying effects, version controls for desktop publishing work and image editing (e.g. organised folders and file names) • Evaluation of feedback on the media product • An analysis of how post-production techniques and processes created meaning in your media product to meet the client (e.g. written report supported with screenshots, screen recordings, or audio-visual commentary). 		

LEARNING OUTCOMES

Produce all the relevant production material to industry standards

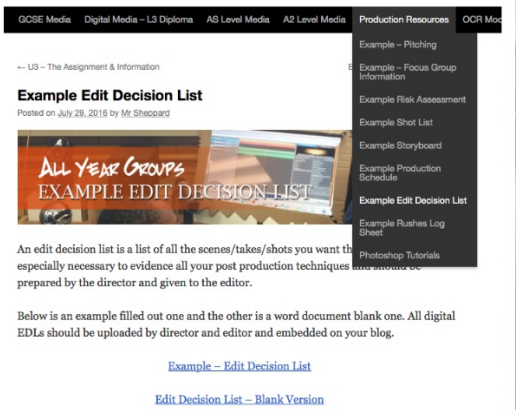
Evidence log sheets, copyright referencing and sourcing of sound effect/photographic material correctly.

EDL - Edit Decision Lists

Why are EDL important for both director and editor?

Create an EDL for your finished production BEFORE you start editing. Editors should also be using scripts and storyboards!

Review your material by uploading some rushes materials and discuss their suitability.



The screenshot shows a website page with a navigation menu at the top containing links for 'GCSE Media', 'Digital Media - LS Diploma', 'AS Level Media', 'A2 Level Media', 'Production Resources', and 'OCR Mod'. Below the menu is a breadcrumb trail: '-- US - The Assignment & Information'. The main heading is 'Example Edit Decision List', followed by the text 'Posted on July 28, 2019 by Mr Sheppard'. There is a video thumbnail with the text 'ALL YEAR GROUPS EXAMPLE EDIT DECISION LIST'. Below the thumbnail is a paragraph: 'An edit decision list is a list of all the scenes/takes/shots you want to use in your production. It is especially necessary to evidence all your post production techniques and to provide a list of all the material prepared by the director and given to the editor.' Below this is another paragraph: 'Below is an example filled out one and the other is a word document blank one. All digital EDLs should be uploaded by director and editor and embedded on your blog.' At the bottom are two links: '[Example - Edit Decision List](#)' and '[Edit Decision List - Blank Version](#)'. On the right side, there is a sidebar with 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'.

Evidence Editing



Do you know what type of "transition" you are using?
evidence this by screen recording your edit as you go. Commentary
is a must!

- > Shot Reverse Shot
- > Match on Action
- > Eyeline Match
- > Graphic Match
- > Titles and Graphics
- > Filters
- > Dissolves
- > Wipes
- > Continuity / 180 degree rule
- > Adding Voice overs?

Off-Line Editing



You'll need to produce an off-line edit (one that's a rough cut) to show an audience.

AUDIENCE FEEDBACK needs to be logged - what do they think of it and what could you do to make it better?
Record audience feedback via audio.

On-Line Edit

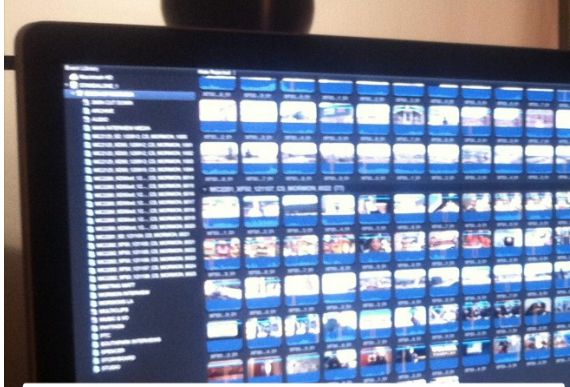
Export the production and upload the final piece to your blog.

Audio levels must be peaking at -6 to 0

Picture must be completely rendered with all graphics added.

Credits must be added.

Evidence



You should evidence this by:

- > Embed an edit decision list
- > Embed an offline edit
- > Embed Audience Feedback Video (Video feedback must be obtained and evidenced from the offline edit)
- > Record a screen recording of you carrying out post production with commentary that explains the process you are going through to create the media product. When recording your video make sure you cover all the bullet points above. You may have to create several videos if necessary to cover all the content.

Post production processes for an Audio Product

review of recorded audio based on the suitability of use for the intended production, i.e. strengths, improvements
edit dialogue/sound effects/music to create meaning (i.e. using Logic Pro X audio-editing software)
applying audio effects to enhance meaning (e.g. volume, echo)
save and export in appropriate file formats (e.g. wav, mp3)

Post production processes for an Audio/Visual Product

review of recorded footage and audio based on the suitability of use for the intended production i.e. strengths, improvements
producing edit decision lists, i.e. what editing decisions will be applied to the usable unedited footage outlined from logging the rushes (e.g. cut, dissolve, black and white filter) or producing an off-line edit, i.e. arrange useable footage into the timeline to produce a rough edit of the intended product. NOTE no visual or audio effects are to be added to the off-line edit.
apply visual (e.g. filters, transitions) and audio effects to enhance meaning (e.g. volume, echo)
save, render and export in appropriate file formats (e.g. mov., mp4, AVI)

Post production processes for Print-based and Graphics Product

review the suitability of content for the intended productions (i.e. strengths, improvements)
version controls (i.e. saving drafts of work regularly to back up work) of print productions, subediting (i.e. proofreading from another student or tutor) written content
editing text and images together (i.e. captions, overlap, wrapping) to create meaning
applying visual effects (e.g. filters) to enhance meaning
save and export in appropriate file formats (e.g. eps, tiff, pdf, jpeg)

How the exported media product meets the client brief.

Here you should state:

> Which file format did you export to?

> Why was this?

> What implications does it have for delivery client? (Think file sizes)

> How does this file format meet the clients brief?

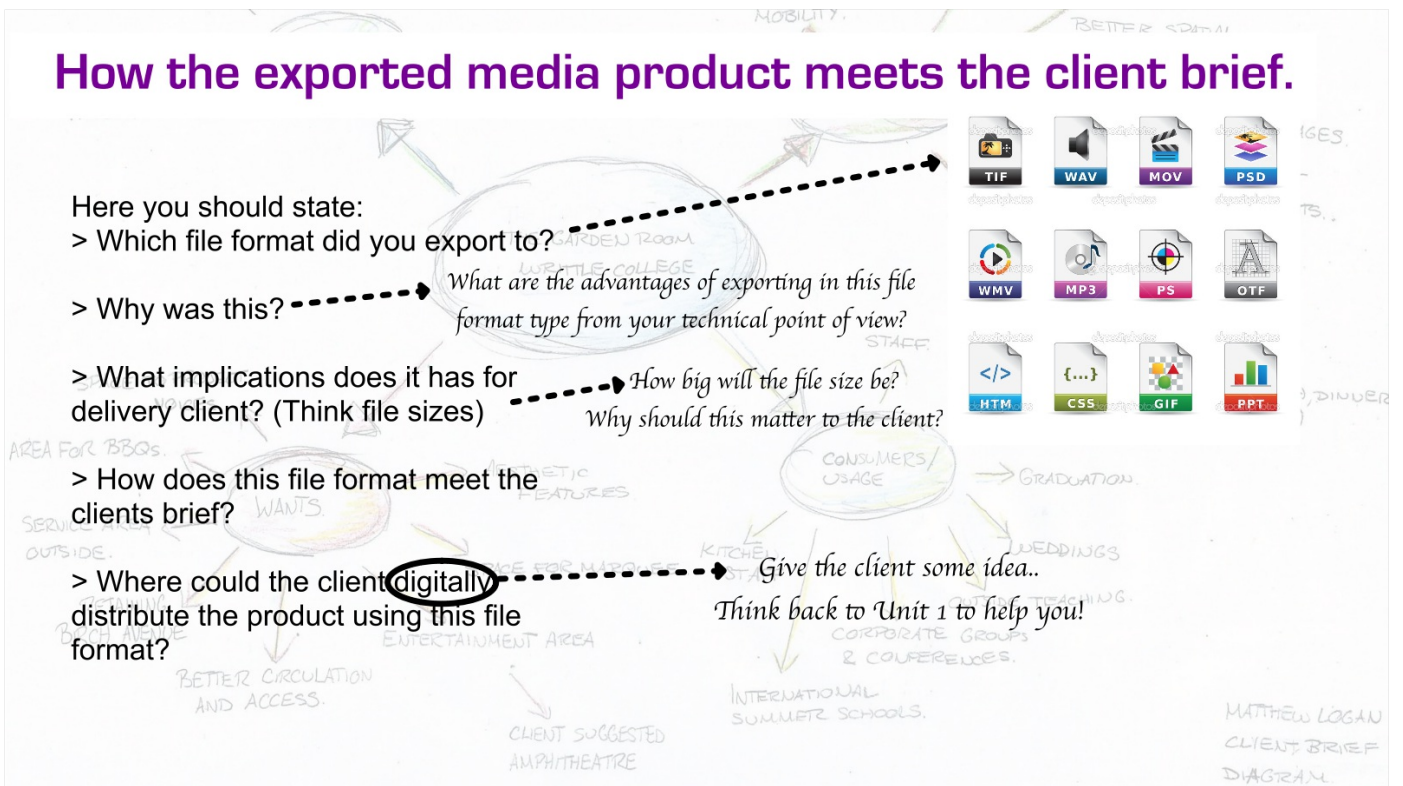
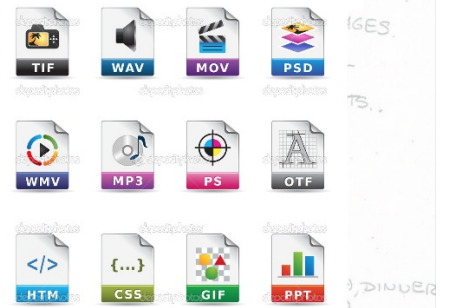
> Where could the client digitally distribute the product using this file format?

What are the advantages of exporting in this file format type from your technical point of view?

How big will the file size be? Why should this matter to the client?

Give the client some idea..

Think back to Unit 1 to help you!



MATTHEW LOGAN
CLIENT BRIEF
DIAGRAM

Analysis of your product

Thinking back to Unit 1 - Media Products and Audiences - in what ways could you discuss post production techniques and processes?

Maybe these tips might help:

- > Discuss what post production techniques you actually used (GFX, Filters, Visual Effects, Transitions, Sound FX, Volume etc..)
- > Discuss four ways your post production techniques created meaning for the audience. (Think Denotation & Connotation)
- > Discuss how your audience feedback helped you make a better product and what you changed in the ON LINE edit technically.
- > Present the media product to a focus group, record this and compare it to previous focus group feedback - whats different?
- >> Describe how you have met the needs of the original brief and how it has changed over time.
- > Describe the strengths and weaknesses of the product and your role within it.

BE HONEST WITH ALL ANALYSIS PLEASE IT'S GOOD REFLECTION THAT COUNTS!

