



UNIT 5

# Multi-Camera TV Production (TV and short film Production)

LESSON 4



## EXTERNALLY EXAMINED UNIT

- > The exam board have set you a brief with 4 tasks.
- > You will have a certain amount of periods to complete this assignment **ONLY** (see checklist)
- > Add your **actual assignment brief work** to:  
Unit 5 > Learning Outcome 1, Learning Outcome 2,  
Learning Outcome 3, Learning Outcome 4

### UNIT 5

## Multi-Camera TV Production (TV and short film Production)



## ASSIGNMENT

**TASK 1**  
Research & Plan the show.



**TASK 2**  
Produce the show.

**TASK 3**  
Post-Produce the show.



**TASK 4**  
Screen & Evaluate the show



## Assignment for learners Unit 5: TV and short film production

### Scenario

You have been asked by your local television station to create a **new 5 minute TV programme pilot with filmed inserts**. The TV programme will be broadcast on the TV station. The TV Station requested that the programme **entertain, educate and inform** in some manner and they have asked for the show on a **regular weekly basis** so it must be something that can be shot mainly within the confines of a Multi-Camera TV Studio. However the show **should include a short film element filmed on location**.

The local television station has asked you to ensure the project is set up for television broadcast quality but it should be also exported in order that the programme can be distributed online on the station's website.

You are required to therefore make one of the following:

1. **An extract from a studio based magazine TV programme**

This will be an extract from a studio based television magazine programme about local arts and culture and this episode will focus on one or more of the local art galleries, museums, live venues or exhibition centres. The television programme will feature presenters in the studio along with content filmed at outdoor locations. The magazine programme is aimed at an audience of 16-24 year old people who enjoy local events, music and art.

2. **An extract from a studio & location based TV Soap Opera**

This will be an extract from the first ever episode of the soap opera shot live in studio with a short filmed excerpt inserted before, during or after the studio sequence. It should star at least two actors and give an indication of how life in this fictional world is played out. It must be a soap set in a local area of the UK. The programme will be aimed at an audience of 16-24 year old people who enjoy soap operas.

3. **An extract from a studio based TV Quiz Show**

This will be an extract from the first ever episode of the TV Quiz show shot live in studio with a short filmed excerpt inserted before, during or after the studio sequence. It should feature quiz topics for a mass audience appeal and be suitable for broadcast before the watershed. The format of the show is flexible to the producers. The programme will be aimed at a mass audience of 16-80 year old people who enjoy fun quiz shows.

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: Present the exported extract to an audience, obtaining feedback  | M3*: Evaluate feedback from the audience, identifying strengths and weaknesses.<br><br><i>*Synoptic assessment from Unit 1 Media products and audiences</i> |             |
| <b>Evidence</b>  |   |             |
| <p>You must present your recorded extract of the planned television programme or short film and obtain audience feedback</p> <p>Your evidence must include relevant production materials that will fulfil the requirements for the chosen brief against the relevant grading criteria.</p> <p><b>P4</b></p> <ul style="list-style-type: none"> <li>a video of the screen test presentation session to an audience/teacher witness statement. Any other methods of obtaining feedback on the product can be submitted (e.g. focus group notes, questionnaires).</li> </ul> <p><b>M3</b></p> <ul style="list-style-type: none"> <li>a written/audio evaluation report on the feedback you have received and you will suggest areas for improvement to the piece/their own. This must include areas of strengths and weakness of the final production.</li> </ul> |   |             |

## LEARNING OUTCOMES

**Create & Understand**  
all the evidence  
required for the final  
learning objective.

**Note: You must at least PASS all the criteria for this in order to obtain the Level 3 qualification.**

## PRESENTATION & AUDIENCE FEEDBACK



## PLANNING A PRESENTATION & SCREEN TEST FOR IDENTIFIED AUDIENCE

Presentations are important! They allow you to fully analyse your production and get everything you need from a test audience and they are industry standard events. They can be fun!

In a group plan and create a test presentation that allows you to discuss with the audience:

- > Purpose of your production
- > Distribution and Scheduling
- > Genre
- > Production Techniques used



YOU COULD ALSO... CREATE A QUESTIONNAIRE TO GAIN FEEDBACK FROM A WIDER AUDIENCE

Using Survey Monkey create a questionnaire that asks 10 questions and assesses:

Did the audience:

- > Understand the purpose/narrative
- > Have their needs met?
- > What was the quality of the production?
- > How were the Genre Conventions used appropriately?
- > Quality of Visual Effects?
- > Quality of use of sound and audio editing?



## PRESENTATION & ANALYSIS



You will now have to present your production and gather as much information as you will need. This is what you will be asked to analyse:

[You have 2 hours to complete this task]

### M3: TITLE - EVALUATE FEEDBACK FROM THE AUDIENCE, IDENTIFYING STRENGTHS AND WEAKNESSES

You will complete a written/audio report on the feedback you have received and you will suggest areas for improvement to the piece/your own learning. **Key strengths and weaknesses will be outlined.** The report will also discuss any development you need to complete to address weaknesses/improvements.

Examples of some questions you could answer:

- i) What was the feedback you received from each of your questions and what is your response to it?
- ii) Complete the sentence: Based on the feedback I received the areas in which I feel the piece needs to improve are....
- iii) Complete the sentence: Based on the feedback I received the areas in which I feel I personally need to improve upon are....
- iv) What do you feel were your key strengths during the making of this production from blank paper to finished piece, comment on every aspect and say what were your strengths.
- v) What do you feel were your key weaknesses during the making of this production from blank paper to finished piece, comment on every aspect and say what were your weaknesses.
- vi) How do you feel you performed during this project?
- vii) Looking back now, list four things you could develop in your own personal skill set (e.g. I could develop my learning of audio or working with actors or working within production teams etc..)
- viii) Using point 4, 5 and 7 above, state what sort of personal development you will need to go through in order to address these points (e.g. I need to improve working with actors - I said this because... What I will do about this is... The other weaknesses I identified are... I said this because... The way I'd like to develop this is by...)

**You should evidence this by:**

> Evidence could be in the form of a formal report or presentation.



## LEARNING OUTCOME 4

### UNIT 5 - CHECKLIST

U5 LO4

Be able to test the new interactive media product

[You have 3 hours to complete this task]

**P4: TITLE - PRESENT THE EXPORTED EXTRACT TO AN AUDIENCE, OBTAINING FEEDBACK**

You should present your recorded section of the planned TV programme or short film and obtain audience feedback. This screen test could be done as a presentation to a focus group or to an industry professional/s. You will devise a series of questions that will enable you to gain feedback on the quality of your final production.

**You should evidence this by:**

- > Evidence must be the finished production at the top of the post.
- > Evidence for this will be a video of the focus group including you driving it and asking all the relevant questions and stimulating discussion. The key here is to ask a lot of questions and spend more time listening and driving the conversation that answering questions.

You have 3 Hours to complete this task

Pass Criteria

## LEARNING OUTCOME 4

[You have 2 hours to complete this task]

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- iv) What do you feel were your key strengths during the making of this production from blank paper to finished piece, comment on every aspect and say what were your strengths.
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- vi) How do you feel you performed during this project?
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- viii) Using point 4, 5 and 7 above, state what sort of personal development you will need to go through in order to address these points (e.g. I need to improve working with actors - I said this because... What I will do about this is.. The other weaknesses I identified are... I said this because... The way I'd like to develop this is by...)

**You should evidence this by:**

> Evidence could be in the form of a formal report or presentation.

You have 2 Hours to complete this task

Merit Criteria