

| UNIT 17 - CHECKLIST | |
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| U17 LO1 | Understand how effects are used in the production of audio-visual media |
| | <p>P1: TITLE - Explain how special effects are used to enhance audio-visual content You are required to identify what special effect techniques are and how they are used within either Film, TV, Music Video, Adverts, TV Idents, Animation or Internet Advertising</p> <p>The special effects techniques you must identify are: mechanised props (e.g. robotic arms, and Electronics), stunt props (e.g. sugar glass balsa wood props), Scale models (e.g. buildings, spacecraft), products where these techniques are applied such as films, TV programming, music promos, adverts, TV ideas, Internet advertising and the companies that make them.</p> <p>P2: TITLE - Explain how visual effects are used to generate audio-visual content You are required to identify what visual effect techniques are and how they are used within either Film, TV, Music Video, Adverts, TV Idents, Animation or Internet Advertising</p> <p>The visual effects techniques you must identify are: Digital Compositing, blue screen, green screen chromakey, computer-generated imagery (CGI), Mattes, Morphing, rotoscoping, 3-D graphics.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none">> Embed a video clip which shows the technique in use> Below the video write a paragraph explaining how the technique was used in the clip |

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| U17 LO2 | Be able to plan audio-visual content with multiple effects for an identified purpose |
| | <p>P3: TITLE - Create a production plan for audio-visual content using special effects P4: TITLE - Incorporate visual effect ideas into the production plan</p> <p>You must create a production plan for your sequence using special and visual effects.</p> <p>The plan must include the following things:</p> <ul style="list-style-type: none"> ▪ State which brief you've chosen to make and why ▪ Running Time - How long you imagine the piece being ▪ What I intend to make - a brief 200 word synopsis (i.e. what will the piece look like when done in your mind) ▪ Clearly identified target audience - produce a mood board with a 100 word explanation of how the piece will appeal to them ▪ Planned Visual Effects - clearly stated (e.g. Chromakey, Flying Sequences, Invisibility, Preset explosion etc..) ▪ Planned Special Effects - clearly stated (e.g. Mechanical Props, Stunt Props, Scale Models, Makeup etc..) ▪ Script - Format your script in the "Film" style, you may re-draft but every draft must be evidenced on the blog and it must state what the changes were between each draft. The script must clearly note where the Visual Effects and Special Effects are. ▪ Storyboard - your sequence, it has to include the following things: <ul style="list-style-type: none"> (i) A shot name and picture (ii) A indication of what the sound will be (iii) An indication of where the visual effects are (iv) An indication of where the special effects are (v) Indicate with arrows any camera movement (vi) How long the shot will stay on screen for in terms of time (vii)How we will transition from one shot to another (i.e. Cut, Wipe, Fade, Dissolve) <p>You may want to use: Celtx Shots, Storyboard That, Original Photographs, Hand Drawings. You may NOT use images from the internet</p> <ul style="list-style-type: none"> ▪ Conducting Recces - of suitable indoor / outdoor locations for filming. You need to evidence a recce with a photo gallery and some written text saying why this is the perfect place for you to film. ▪ Budget considerations - Produce a one page spreadsheet that out lines all the realistic costs involved in producing this piece. It is important you produce a realistic budget using the weblinks available on the website. <p>You should evidence this by: > Using Text, Embedded Images and Embedded Documents through Scribd</p> |

UNIT 17 - CHECKLIST**M1: TITLE - Discuss the issues and risks for the proposed multiple effects**

You must evaluate the feasibility of the visual and special effects referencing the following things - this must be done BEFORE you make your production.

Discuss the feasibility in terms of:

- Risk Assessment (e.g. material planned to be used for a special effect, production of and use of the special effect)
- Identify potential hazards /risks and find resolutions - you should research risk assessments and produce one, take into consideration:
 - (i) The skills the production team would need
 - (ii) Resources available to implement the solutions to your hazards
 - (iii) The actual costs and feasibility of your solutions
 - (iv) How the risks and solutions apply to the production of the piece
- Permission to Film
- Permission to use effects on location
- Legislation covering use of materials
- Working within the scope of the risk assessment and health and safety guidelines - for these four points you should discuss:
 - (i) Permissions required to film and use effects on location or in studio
 - (ii) The skills the production team would need to gain these permissions
 - (iii) The process the team have gone through to gain permissions
 - (iv) The financial cost of permission and the time needed to gain permission
 - (v) The regulations governing control of substances, hazardous substances and health even if not using these.
 - (vi) How the producer intends to work within the scope of the risk assessment and what procedures they will follow to make sure cast and crew are safe.

You should evidence this by:

- > Using Text, Embedded Images and Embedded Documents through Scribd
- > Alternatively you could also record a series of video's discussing these points.

UNIT 17 - CHECKLIST**D1: TITLE - Evaluate the viability of the proposed use of the multiple effects**

You must evaluate the viability of your special and visual effects, taking into consideration the area's below and the ones in M1. This must be done BEFORE you make your production. The viability must be your own honest evaluative thoughts about HOW you are going to carry out the production.

Discuss the viability in terms of:

- The viability of your risk assessment - will everyone really be safe? Is anyone really in any danger? What did you discover about risks when on the recce? Did you even think about that?
- The viability of your solutions to the risks - are they realistic?
- The viability of the resources you have - do you have everything you need to make it? Are you 100% certain of that?
- The viability of the costs involved and whether you can afford them - you are paying for this so have you considered the costs properly?
- The viability of your permission - is it likely that you have missed something? Do you have any concerns that someone might be annoyed at your presence? Have you done everything you possibly can to make sure you have all the right permissions? Could anyone object after seeing the finished film?
- The viability of production team and whether they have the skills to carry out the shoot. Have you really assessed everyone's skills? Do they all know what they are doing before the shoot starts? Do you have any concerns about anyone? What should you be concerned about cast / crew wise? Will the performances really work?
- The viability of whether or not your sequence is feasible to make look realistic - this is crucial, this piece could be for broadcast - is it totally believable? Have you really thought about how this is going to look? Will it be fit for broadcast yes or no? Why do you think this? Be critical now so expectations are not raised.
- The viability of the aesthetics - will it look pleasing enough? Amateurish? Poor? How do you think it will look to you? Have you really given enough thought to the aesthetics? Will it be good enough quality? Will the sound be ok?
- The viability of fitness for purpose - will it meet the requirements of the client? Will it meet your expectations? Will it meet the brief and be believable to a paying audience and the client?
- The viability of the footage you intend to collect - will you have everything you need? Will it cut together? Have you really thought about how the end product will look?

You should evidence this by:

- > A Video Diary that answers that these questions
- > Alternatively you can write an essay detailing your thoughts

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| U17 LO3 | <p>Be able to produce and review planned audio-visual content</p> <p>You must evidence the production process you went through to source your special effects footage.</p> <p>P5: TITLE - Source special effects footage in line with production plan Evidence the process you went through to gain your special effects footage, for example the application of prosthetics or using scale models, and the production process involved in gaining the footage.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Create a series of stills or video footage of the special effect being applied a behind the scenes video would be a good idea. Also include a commentary on this video in which you discuss the procedure of applying the effect. |
| | <p>P6: TITLE - Review and edit sourced footage</p> <p>You must review and edit your source footage. You must be able to critically review what you have filmed – you may have filmed several versions or filmed from several angles; you should review the rushes from your filming.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Uploading lots of your rushes (5 shots minimum) before you added any effects. Then beneath each shot - write a review that answers these questions: <ul style="list-style-type: none"> > What was the production process used to create this shot? > Compare this shot to the original storyboard - are they the same? Discuss. > What direction did you give to cast and crew especially where the effect was concerned and how did you work within the risk assessment? |
| | <p>P7: TITLE - Apply planned visual effects to sourced footage You must evidence the production process you went through to apply your visual effects to your sourced footage.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Create a video screen recording of you applying the visual effects to the edit, lots of before and after shots would be good include a commentary in which you also explain how you have applied this effect (much like a tutorial video) <p>This video must show ALL visual effects in the edit process. You may make more than 1 if required.</p> |
| U17 LO4 | <p>Be able to edit, export and review the production</p> |

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| | <p>P8: TITLE - Produce and edit footage in line with the production plan applying any final effects</p> <p>You need to evidence the production and editing of footage containing the special and visual effects into a single coherent product and apply the necessary effects.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> (i) Creating a screen recording video demonstrating how you have imported your video footage and a video demonstrating how you have labelled up your shots for use. Include audio commentary to talk us through this process. (ii) Create a screen recording video 5 minute video with audio commentary showing the editing process and how you are piecing the effects together (iii) Produce a finished offline edit and upload this to the blog. Write below what you and at least two others think of the off line edit. (iv) Create a screen recording video that demonstrates you adding audio to your production. Include audio commentary to talk us through this process. (v) Create a screen recording video that demonstrates you finalising your effects and making adjustments based on your audience feedback. Include audio commentary to talk us through this process. |
| | <p>M2: TITLE - Export the final footage into the planned or final format</p> <p>You must export the final footage into the planned or final format and explain your reasons for choosing this format.</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> (i) Creating a screen recording video demonstrating how you have exported your final online edit for the client - specifically include which format you are using. Include audio commentary to talk us through the export process. <p>Discuss beneath the video in writing the answers to:</p> <ul style="list-style-type: none"> ▪ What format are you using for the video? ▪ Why are you using that format? ▪ What happens if you use a different format? Discuss at least two other formats. ▪ How will this format allow the client to easily distribute your product? |

UNIT 17 - CHECKLIST**D2: TITLE - Justify the creation process against the original production concept plans**

You must justify the creation process you have chosen against the original concept documentation and make suggestions for enhancements.

Make a list of the strengths and weaknesses of your production in bullet point format.

Look at the following things when making your list:

- > Quality of finished piece
- > Conventions of Visual / Special Effects
- > Compare it to the original idea you had in your head - how was it different?
- > Gain 2 pieces of recorded audience feedback - what do they think are the strengths and weaknesses of the piece? What do you learn from these comments?
- > What could have been done differently in the planning, production and edit? Be honest and extremely critical of your work here.
- > If you had to do something like this again in the future with a totally different brief - what would you do differently and why? Please make a list and not just reference one or two things. Discuss this in detail.

You should evidence this by:

- > Recording a video / audio diary and embedding this on the blog alongside a transcript.
- > Alternatively you could write an essay. 1000 words minimum.