

UNIT 3 - CHECKLIST	
U3 LO1	Be able to create a proposal with sample materials for an original media product to a client brief.
[2 Hours to Complete this task]	<p>P1: TITLE - PRODUCE A PROPOSAL FOR THE ORIGINAL MEDIA PRODUCT TO MEET THE CLIENT BRIEF</p> <p>You are required to create a proposal for the media product you are going to create. The format of the proposal should be a treatment if you are making an audio or audio-visual product. For a print-based and graphics product, the specification information for what you are going to make must be identified.</p> <p>For the treatment you must include and discuss the following:</p> <ul style="list-style-type: none"> > The Purpose (e.g. inform, promote, entertain, educate) > Form and Genre <ul style="list-style-type: none"> ● Audio Products - e.g. radiodrama, music, talkshow, audio book, soundtrack, podcast, radio advertisement, original song ● Audio Visual Products - e.g. promotional video, trailer, advert, TV programme, short film, online content, documentary ● Print based and Graphics Products - e.g. magazine, newspaper, advertisement, film poster, billboards, information pack, leaflet, digital content, web-pop up > Content <ul style="list-style-type: none"> ● Audio Products - e.g. dialogue, music, sound effects ● Audio Visual Products - e.g. mise en scène, camerawork, editing, transitions, SFX, GFX ● Print based and Graphics Products - e.g. layout conventions (i.e. slug, body copy, margins, masthead, pull quotes), interview, review, images, font styles. > Target Audience (e.g. spending power, demographics, age, gender) > Resources and Personnel (e.g. software, equipment, assets, job roles and responsibilities) > Distribution and Marketing Methods (e.g. potential synergy and cross promotion of the media product e.g. online, TV, radio, print) <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embed a document that covers this via scribd
[2 Hours to Complete this task]	<p>P2: TITLE - CREATE SAMPLE MATERIALS TO SUPPORT THE PROPOSAL</p> <p>You are required to create sample material to support the proposal for the media product you are going to make. This will allow you to gain and develop skills based on the hardware and software you will use.</p> <p>Sample Material for an Audio Product Evidence for an audio sample should be at least 5–10 seconds duration. They can be sample sound effects or a script.</p> <p>Sample Material for an Audio-Visual Product Sample script - this must be for the first page of dialogue Sample - storyboard, this must be for the first page of action including camera directions.</p> <p>Sample Material for Print based and Graphics Sample of sketched layout pages for a print-based and graphics product must be at least one page. It must include a sketched layout of intended product and mood boards, plan for images selected fonts/ graphics/ colours</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embed a document that covers this via scribd or embed your audio samples via sound cloud.

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[2 Hours to Complete this task]	<p>M1: TITLE - JUSTIFY CONTENT, DISTRIBUTION AND MARKETING METHODS IDENTIFIED FOR THE PLANNED PRODUCTION TO MEET A CLIENT BRIEF</p> <p>You are required to justify content, distribution and marketing methods that are realistic and feasible for the media product you are going to produce. This must be detailed to gain the M1 for this LO compared to evidence for P1.</p> <p>Answer the following questions:</p> <ul style="list-style-type: none"> > Explain what you know about your client. > Explain in detail how your content will be relevant to your client > Explain in detail how <u>realistic and feasible</u> your content will be to make. > Explain what <u>realistic and feasible</u> methods (both digital and physical) your client could use to distribute and market your product. <p>You must reflect upon your own personal skill set - do you have all the skills necessary to carry out this task professionally? If not what will you do? Do you know what will be expected of you? Do you know how to make the content you have proposed?</p> <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embed a video clip which shows you answering these questions > You MUST include some images to help demonstrate what you are talking about > You must be open and honest in your responses.
U3 LO2	Be able to plan and develop pre-production materials for an original media product to a client brief

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[10 Hours to Complete this task]	<p>P3: TITLE - PRE-PRODUCTION MATERIALS</p> <p>You are required to produce a range of preproduction materials for the intended media product. You must include reference to the proposal that you completed as part of LO1 to inform their preproduction materials.</p> <p>Presentation of preproduction materials, health and safety requirements, and timescales and milestones information should be consistent with industry standards.</p> <p>Pre-Production Material for an Audio Product</p> <ul style="list-style-type: none"> > Script > Written Interpretation of the Narrative > Dialogue > Intonation > Sound Effects > Health and Safety Requirements - Risk Assessment > Timescales and Milestones to include: <ul style="list-style-type: none"> (i) Gantt Chart (ii) Production Schedule (iii) Call Sheets <p>Pre-Production Material for an Audio-Visual Product</p> <ul style="list-style-type: none"> > Script (including dialogue, camera directions, location information, GFX, SFX) > Annotated Storyboards (inc. > Shot name and picture, Indication of sound, Indicate camera movement with arrows, how long the shot will stay on screen for in terms of time, how we will transition from one shot to another (i.e. Cut, Wipe, Fade, Dissolve) > Shot List > Consideration of mise-en-scene > Animatics - using the storyboard sketches with audio to give an idea of what the finished piece will look like. > Health and Safety Requirements - Risk Assessment > Timescales and Milestones to include: <ul style="list-style-type: none"> (i) Gantt Chart (ii) Production Schedule (iii) Call Sheets <p>Pre-Production Material for Print-based and Graphics</p> <ul style="list-style-type: none"> > Annotated sketched layout > Moodboards to represent visual styles and themes > Plan for Photographs > Plan for Graphics > Selected fonts/graphics/colours > Health and Safety Requirements - Risk Assessment > Timescales and Milestones to include: <ul style="list-style-type: none"> (i) Gantt Chart (ii) Production Schedule (iii) Call Sheets <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embedding documents / videos / images into the blog post

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[3 Hours to Complete this task]	<p>M2: TITLE - LEGAL AND ETHICAL ISSUES</p> <p>You are required to address and resolve legal and ethical issues as part of the preproduction materials for their media product. This must be relevant and applicable to the media product being made. This can be evidenced in a written format or audio-visual commentary supported by images.</p> <p>Legal and Ethical Issues Identify and resolve any legal and ethical issues, things to look at are:</p> <ul style="list-style-type: none"> > How are you representing the actors or place? > How will you make sure this is a positive representation? > How will you make sure your product won't get banned? > Do you have a location permission form for your company? > Create a location permission form and get it filled out before production commences > Do you have a contract for your company for VO Artists and/or Actors? > Get contracts signed before production commences. > The ASA/OFCOM are in charge of your finished product. Find any three of their rulings which MIGHT apply to your product. > Write the details (or screen grab) the rulings and then say why these might be similar to your product, then say what you intend to do so that complaints DO NOT arise. > Apply legal and ethical issues from Unit 2 here - which ones are relevant and why? What actions will you take to make sure you don't get into trouble. <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embedding documents / videos / images into the blog post
U3 LO3 Be able to create production materials for an original media product to a client brief	
[5 Hours to Complete this task]	<p>P4: TITLE - PRODUCTION MATERIALS</p> <p>You are required to produce production materials for the chosen medium. You must produce original production materials. Any sourced content (e.g. sound effects) must be referenced.</p> <p>Production Materials: You must create a behind the scenes video that details the following things:</p> <ul style="list-style-type: none"> > Overall creation of your product > You using your planning materials when shooting > Demonstration of you setting up relevant equipment / software and methods for example: <ul style="list-style-type: none"> (i) Audio Products (i.e. using sound equipment, setting up audio software, audio recording) (ii) 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)) (iii) 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. <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embedding video into the blog post with clear labels using the bullet points above.

UNIT 3 - CHECKLIST	
[3 Hours to Complete this task]	<p>M3: TITLE: - CREATE PRODUCTION MATERIAL THAT FOLLOWS THE CODES AND CONVENTIONS OF THE CHOSEN GENRE FOR THE MEDIA PRODUCT</p> <p>You are required to produce production materials that reflect the codes, conventions and genre for the media product being produced. This is linked to synoptic learning from Unit 1, LO3.</p> <p>Production Codes and Conventions for Audio Product When your shoot is finished you must film a second video that covers the following aspects:</p> <ul style="list-style-type: none"> > 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. <p>Production Codes and Conventions for Audio-Visual Product When your shoot is finished you must film a second video that covers the following aspects:</p> <ul style="list-style-type: none"> > 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. <p>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:</p> <ul style="list-style-type: none"> > 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. <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Embedding video into the blog post with clear labels using the bullet points above.

UNIT 3 - CHECKLIST	
U17 LO4	Be able to carry out post- production techniques and processes for an original media product to a client brief
[6 Hours to Complete this task]	<p>P5: TITLE - CARRY OUT POST-PRODUCTION TECHNIQUES AND PROCESSES TO PRODUCE A FINAL ORIGINAL MEDIA PRODUCT IN LINE TO THE CLIENT BRIEF</p> <p>You are required to carry out post-production techniques and processes for the production materials produced for LO3. A review of the suitability of the production materials for LO3 must be included and reviewed against the strengths and improvements of the content that has been created.</p> <p>Post production processes for an Audio Product</p> <ul style="list-style-type: none"> ● 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) <p>Post production processes for an Audio/Visual Product</p> <ul style="list-style-type: none"> ● 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) o 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) <p>Post production processes for Print-based and Graphics Product</p> <ul style="list-style-type: none"> ● 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) <p>You should evidence this by:</p> <ul style="list-style-type: none"> > 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.
[2 Hours to Complete this task]	<p>M2: TITLE - DEMONSTRATE HOW THE EXPORTED MEDIA PRODUCT MEETS THE CLIENT BRIEF</p> <p>You are required to export the media product in a file format that is suitable for the distribution of media product specified in the proposal for LO1.</p> <p>Here you should state:</p> <ul style="list-style-type: none"> > Which file format did you export to? > Why was this? > What implications does it has 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? <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Create a video that shows you exporting the final project you must add commentary that explains why you are exporting the product to this file format. > Answer the questions above either within the video or via presentation.

UNIT 3 - CHECKLIST	
[3 Hours to Complete this task]	<p>D1: TITLE - ANALYSE HOW POST-PRODUCTION TECHNIQUES AND PROCESSES CREATE MEANING IN THE MEDIA PRODUCT TO MEET THE CLIENT BRIEF</p> <p>You are required to analyse how post-production techniques and processes that you used created meaning in the media product. This must include a reference to meeting the requirements of the client brief and proposal created for LO1. This must include the specific post-production tools used to create meaning supported with examples from the media product.</p> <p>You must:</p> <ul style="list-style-type: none"> > Analyse how post-production techniques and processes enhance meaning in the final product for example: <ul style="list-style-type: none"> (i) evidence of tools and effects used (e.g. filters, transitions, volume) to support analysis (ii) present the media product to the client/focus group in order to obtain feedback at various stages of production. <p>You should evidence this by:</p> <ul style="list-style-type: none"> > Create a presentation that shows how you have used several tools and effects within the product to create meaning for the audience - you could analyse the colours, text, sound, camera work, editing, music used and discuss how all this meets the clients brief. > You need to video / record client/focus group feedback at this stage of the final product and compare it to the feedback from P5. Discuss how the product improved to meet the feedback in detail and make sure you evidence the feedback. > 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. <p>Important note:</p> <ul style="list-style-type: none"> > It's important you think back to Unit 1 and discuss > How is this media product going to be distributed to audiences? > Include at least 1 media theory in your analysis > Discuss the denotation and connotation of the product