



L3 Extended Diploma in Creative Media Production and Technology

Assignment 4 – Love for Film

Unit 9- Characteristics and contexts in media and communication

Developing and Producing a Short Film for Festivals



Level 3 Diploma and Extended Diploma in Creative Media Production and Technology

Assignment Title	Love for Film							
Unit No & Title	9: Characteristics and contexts in media and communication							
Level	Level 3							
Assignment Leader	Lee Skinner							
Assignment Verifier	Shamaila Zaid							
Start Date	5 th December 2017							
Interim Assessment	9 th January 2018							
Assessment Date	16 th February 2018							
This assignment will enable you to generate evidence of personal & professional development (PPD) in these areas								
Initiative	Independent inquiry	Creative thinking	Reflective learning	Team work	Self-management	Effective participation	Problem solving	communication
✓	✓	✓	✓	✓	✓	✓	✓	✓

Learning Outcomes: At the end of the unit the learner will

Unit 11 Preparing for Progression in Creative Media Production

1. Understand the characteristics and context for a chosen media and communication activity
2. Be able to use knowledge of the characteristics and context of a media and communication activity.
3. Be able to use evaluation in support of creative media production.

Content

Submitting your production to a film festival is a good method for presenting your work to an audience and potential clients/employers. Securing a film festival screening is a strong accolade that can add to your showreel and personal statement. The opportunity to win awards at film festivals can also earn you a unique accreditation that demonstrates your strengths in a particular field of Creative Media Production. For this assignment, you will plan and produce a short film that will be submitted to a film festival. You will be expected to plan and research to the best of your ability, producing a final film that is suitable for submission.

Task 1: Pre-Production

Working individually or as a pair, you must research and develop an idea for a short film that is 3-5 minutes in duration. The following documentation must be completed:

- Written analysis of a short film, describing lighting, mise en scene, narrative structure, camera techniques and editing (800 words minimum)
- Synopsis
- Treatment
- Primary and secondary research
- Correctly formatted script
- Written analysis of a storyboard artist (300 words minimum)
- Storyboard
- Photographic storyboard
- Colour pallet
- Production schedule
- Location recce and Risk assessment
- Crew list
- Equipment, budget, props and resources list

All work must be uploaded to a pre-production page on your blog. If working in pairs, you must indicate your own contribution by annotating the pre-production documentation or producing a written summary that describes your contribution to the planning. All students must produce the written analyses of a short film and a storyboard artist, as mentioned above.

You should aim to complete this task by: **09.01.18**

This task targets learning outcomes 1.1, 1.2

Task 2: Production and Post Production

With reference to your pre-production documentation, you must work collaboratively to capture and edit visual content and sound for your short film. Once you have captured your footage you must log your rushes and then complete the final edit. Students working in pairs must complete their own final edit. Your final film must then be exported in an appropriate format and submitted to a film festival. You must evidence your submission with a print out of your submission letter, a screen shot of your online application form or a notification from the festival confirming receipt.

You should aim to complete this task by: **09.02.18**

This task targets learning outcomes 2.1, 2.2

Task 3: Screening and Evaluation

All films will be screened to College staff and peers. You must use this opportunity to collect audience feedback to support your written evaluation (800 words minimum). Audience feedback should also be collected through online platforms. Your final evaluation should reflect on the success of your film in terms of the planning and production methods used. Use audience feedback and your own personal opinions to assess what went well and set targets for improvement.

You should aim to complete this task by: **16.02.18**

This task targets learning outcomes 3.1, 3.2

RISK ASSESSMENT:

Please adhere to Health and Safety Regulations at all times. All appropriate pre-production documentation must be completed for the practical RSC project, including risk assessments. You are expected to be professional during production and prioritise safety during planning and filming. Please consult with parents and staff in the organisation of visits to employers and universities and consider your personal safety at all times.

AUTHORSHIP (Plagiarism):

Any work submitted must be by the student's own words or artefact. Sources of information, quotations and materials used in the completion of this assignment (including the internet) should be fully identified and properly acknowledged in a Bibliography, Appendix or Endnotes.

Scheme of Work (to note assignment key dates / Briefings / Crits / Formative and Assessment / Tutorials etc.)

Week Beginning	Activity / Location	Independent Study	Check List
04.12.2017	Research and Pre-production	Conduct research, complete analysis and pre-production	
11.12.2017	Research and Pre-production	Conduct research, complete analysis and pre-production	
18.12.2017	Research and Pre-production	Conduct research, complete analysis and pre-production	
25.12.2018	Christmas:		
01.01.2018			
08.01.2018	Pitching your idea	Prepare pitch. Reflect on feedback and amend pre-production	
15.01.2018	Production	Film and edit. Assist others with production	
22.01.2018	Production	Film and edit. Assist others with production	
29.01.2018	Production	Film and edit. Assist others with production	
05.02.2018	Production	Film and edit. Assist others with production	
12.02.2018	Screening and Evaluation	Complete evaluation	
19.02.2018	Half Term		

Suggested Research (include visits /reading lists / websites etc)

Suggested Research

Chandler G – Cut by Cut: Editing Your Film or Video (Michael Wiese, 2004) ISBN 978-0941188999
Dancyger K – The Technique of Film and Video Editing: History, Theory, and Practice, 4th Edition (Focal, 2006) ISBN 978-0240807652

Kindem G and Musburger R – Introduction to Media Production: From Analog to Digital, 4th Edition (Focal Press, 2009) ISBN 978-0240810829

McGrath D – Editing and Post-Production (Focal Press, 2001) ISBN 978-0240804682

Murch W – In the Blink of an Eye: A Perspective of Film Editing, 2nd Edition (Silverman-James Press, 2001) ISBN 978-1879505629

Orlebar J – Digital Television Production (Hodder Arnold, 2001) ISBN 978-0340763230

Roberts-Breslin J – Making Media: Foundations of Sound and Image Production, 2nd edition (Focal Press, 2007) ISBN 978-0240809076

Rubin M – The Little Digital Video Book, 2nd Edition (Peachpit, 2001) ISBN 978-0321572622

Wells P – Digital Video Editing: A User's Guide (Crowood, 2007) ISBN 978-1861269522

Figgis M – Digital Film Making (Faber, 2007) ISBN 978-0571226252

Gloman C— No-budget Video Production: Producing Professional Quality Commercials, How-to's, Training and Features – for Virtually Nothing (McGraw Hill, 2002) ISBN 978-0071412322

Hardy P – Filming on a Microbudget, 3rd Edition (Pocket Essentials, 2008) ISBN 978-1842433010

Jones C and Joliffe G – The Guerilla Film Makers Handbook, 3rd Edition (Continuum, 2006) ISBN 978-0826479884

Kindem G and Musburger R – Introduction to Media Production: From Analog to Digital, 4th Edition (Focal Press, 2009) ISBN 978-0240810829

Logan J and Schellhardt L – Screenwriting for Dummies, 2nd Edition (J Wiley, 2008) ISBN 978-0470345405

Millerson G – Video Production Handbook, 4th Edition (Focal Press, 2008) ISBN 978-0240520803

Musberger R – Single Video Camera Production, 4th Edition (Focal Press, 2005) ISBN 978-0240807065 Roberts-

Breslin J – Making Media: Foundations of Sound and Image Production, 2nd Edition (Focal Press, 2007) ISBN 978-0240809076

Thurlow C – Making Short Films: The Complete Guide from Script to Screen, 2nd Edition (Berg, 2008) ISBN 978-1845208042

- www.bectu.org.uk
- www.firstlightmovies.com
- www.bfi.org.uk
- www.ukfilmcouncil.org.uk
- www.bbc.co.uk/dna/filmnetwork/Filmmakingguide
- www.britishfilmmagazine.com/filmmaking.html
- www.firstlightmovies.com

Assessment Guidance: What you should aim to produce	
Learning Outcomes The candidate will:	Assessment Criteria The candidate can:
<u>Unit 9 Characteristics and contexts in media and communication</u>	
1. Understand the characteristics and context for a chosen media and communication activity.	1.1 Analyse the characteristics and context for a chosen media and communication activity 1.2 Interpret research activity to develop ideas for creative production.
2. Be able to use knowledge of the characteristics and context of a media and communication activity.	2.1 Use knowledge of characteristics and context to plan and develop creative solutions for a chosen media and communication activity. 2.2 Apply practical skills, knowledge and understanding of characteristics and contexts to produce creative solutions for a chosen media and communication activity.
3. Be able to use evaluation in support of creative media production.	3.1 Critically evaluate creative solutions against identified characteristics and context for a chosen media and communication activity. 3.2 Critically reflect on learning to inform personal development.