

**L3 Extended Diploma in
Creative Media Production and
Technology
Assignment 5 - This is Me!**

Final Major Project

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

Assignment Title	Final Major Product: This is Me!							
Unit No & Title	Unit 13: Extended Project in Creative Media Production							
Level	Level 3							
Assignment Leader	Lee Skinner							
Assignment Verifier	Colin Flint							
Start Date	27 th February 2018							
Interim Assessment	30 th March 2018							
Assessment Date	18 th May 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 13 Extended project in creative media production

1. Be able to initiate and develop a creative media production project proposal.
2. Be able to use research, analysis and evaluation to develop solutions for a creative media production project.
3. Be able to solve practical, theoretical and technical problems in a creative media production project.
4. Be able to plan, organise and produce a creative media production project.
5. Be able to use practical methods and skills in a creative media production project.
6. Be able to use evaluative and reflective skills in the production of a creative media project.
7. Be able to present a creative media production project.

Content

Creating the final product of your final FE year is an excellent opportunity to demonstrate the creativity and skills that you have gained and developed. Your career ambition and the progression routes that you have chosen are highly competitive and a real determination to persistently work to the best of your ability is required each step of the way. The application of thorough research, detailed planning and excellent organisation skills can ensure a final media product that reflects your true potential, imaginative thinking and overall skillset.

This assignment provides the opportunity to create a moving image production to feature as part of an end of year screening. You may choose your own subject, format, style and genre, but the final product should aim to showcase your skills and abilities in your chosen specialism to the highest standard.

Examples of moving image productions can include:

- A short film (live action or animation)
- A documentary
- A music video
- A client-based corporate video
- A TV studio recording

Your chosen format must feature the correct codes and conventions and conform to industry regulations. There are no restriction on the length of your product, but an edit of suitable length must be provided for the final screening.

Task 1: Proposal

You must produce the following documentation, to be presented to a panel lecturers:

- **Review:** Produce a written review of your personal skillset, identifying your strengths, skills, chosen format and SMART targets for improvement that you hope to meet during the production of your film. Use screen shots from previous products to support points made.

Approx. 150 words

- **Project Concept:** A description of your idea, outlining content, style and narrative. Use concept art work, photography and/or screenshots of influences to support.

Approx. 250 words

- **Evaluation Methods:** Outline how you intend you evaluate and assess your progress throughout the pre-production and production stages.

Approx. 100 words

- **Research proposal:** A description of how to intend to research your idea and the research techniques you will use.

Approx. 300 words

All students must produce their own proposal. Students working in groups must clarify their job role and produce a proposal that considers the requirements of their role.

Final deadline: **08.03.18**

Scheme of Work (to note assignment key dates / Briefings / Crits / Formative and Assessment / Tutorials etc.)			
Week Beginning	Activity / Location	Independent Study	Check List
26.02.2018	Research - Investigation of themes in preparation of written proposal	Independent research. Produce written proposal.	
05.03.2018	Presentation of proposal	Independent research. Produce written proposal.	
12.03.2018	Pre-Production	Conduct research, complete analysis and pre-production	
19.03.2018	Presentation of pre-production	Prepare pitch. Reflect on feedback and amend pre-production	
26.03.2018	Production	Film and edit. Assist others with production	
02.04.2018	Easter		
16.04.2018	Production	Film and edit. Assist others with production	
23.04.2018	Production	Film and edit. Assist others with production	
30.04.2018	Post-Production	Complete final edit. Reshoot as required.	
07.05.2018	Post-Production	Complete final edit. Reshoot as required.	
14.05.2018	Final Screening	Complete final edit.	
21.05.2018	Progression		
28.04.2018	Half Term		
04.05.2018	Assessment and Feedback		
11.05.2018	Assessment and Feedback		
18.05.2018	Sign off		

Tue 27th Feb Assignment Brief Launch	Wed 28th Feb Proposal Prep	Thur 1st Mar Proposal Prep	Fri 2nd Mar Proposal Prep
Tue 6th Mar Proposal Prep	Wed 7th Mar Proposal Prep	Thur 8th Mar Proposal Presentation	Fri 9th Mar Research and Pre-production
Tue 13th Mar Research and Pre-production	Wed 14th Mar Research and Pre-production	Thur 15th Mar Research and Pre-production	Fri 16th Mar Research and Pre-production
Tue 20th Mar Research and Pre-production	Wed 21st Mar Research and Pre-production	Thur 22nd Mar Research and Pre-production	Fri 23rd Mar Research and pre-production presentation
Tue 27th Mar Production	Wed 28th Mar Production	Thur 29th Mar Production	
Friday 30th March - 13th April Easter Production (optional)			
Tue 17th Apr Production	Wed 18th Apr Production	Thur 19th Apr Production	Fri 20th Apr Production
Tue 24th Apr Production	Wed 25th Apr Production	Thur 26th Apr Production	Fri 27th Apr Production
Tue 1st May Post-Production	Wed 2nd May Post-Production	Thur 3rd May Post-Production	Fri 4th May Post-Production
Tue 8th May Post-Production	Wed 9th May Post-Production	Thur 10th May Post-Production	Fri 11th May Post-Production
Tue 15th May Post-Production	Wed 16th May Post-Production	Thur 17th May Post-Production	Fri 18th May Final Screening
Tue 22nd May Progression	Wed 23rd May Progression	Thur 24th May Progression	Fri 25th May Progression

**Monday 28th May - Friday 1st June
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:

Unit 13 Extended project in creative media production

<p>1. Be able to initiate and develop a creative media production project proposal.</p>	<p>1.1 Use critical and contextual perspectives to initiate a creative media production project proposal. 1.2 Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal.</p>
<p>2. Be able to use research, analysis and evaluation to develop solutions for a creative media production project.</p>	<p>2.1 Use research to support the development of a creative media production project. 2.2 Use analytical and evaluative skills to develop creative solutions to realise a media production project.</p>
<p>3. Be able to solve practical, theoretical and technical problems in a creative media production project.</p>	<p>3.1 Solve practical and technical problems within a creative media production project. 3.2 Solve theoretical problems within a creative media production project.</p>
<p>4. Be able to plan, organise and produce a creative media production project.</p>	<p>4.1 Demonstrate the ability to plan, organise and produce a creative media production project within an agreed time frame.</p>
<p>5. Be able to use practical methods and skills in a creative media production project.</p>	<p>5.1 Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project.</p>
<p>6. Be able to use evaluative and reflective skills in the production of a creative media project.</p>	<p>6.1 Maintain evaluative and reflective records of the development and production of a creative media project. 6.2 Use evaluative and reflective skills to make decisions for a creative media production project.</p>
<p>7. Be able to present a creative media production project.</p>	<p>7.1 Explore strategies to present a creative media production project. 7.2 Present a creative media production project to a specified audience.</p>