A CREATIVE COURSE FOR ASPIRING FILM MAKERS

This course enables you to develop creativity and professionalism, as well as, work with real clients under pressure. By the end of the study programme you will have a diverse range of skills, making you highly employable in the competitive media industry.
Your first client project working for the National Trust at their breathtaking location, Stourhead.

Create a cool music video for a real client that demonstrates your vision and skills.

The expectations of your work are higher as is the level of your independence. It is important that you dedicate several hours a week outside of lectures, seminars and workshop to reach your potential.

However, the most important element about college is that you have fun and learn in a safe environment. If you ever have issues and problems that are affecting your work or just want a chat, please come to see us and we will help any way we can.

Good luck on your new course and remember to have fun and explore your creativity.

Julian Watkiss: Course Leader
ADVERTISING PRODUCTION

TV commercials are incredible source of information, entertainment and a platform for talented film-makers to experiment with ideas, techniques and persuasive messages.

PROJECT AIM
To produce a 30 second TV advertisement for a product of their choice.

SUBMISSION RULES
Length: Must be exactly 30 second long.
Audience: Have a clearly defined target audience.
Deadline: TBC

SUBMISSION CHECKLIST
Journal Entries:
- Task 1: Text/Video exploring a range of processes and technical skills.
- Task 1: How you have applied processes and skills safely & appropriately.
- Task 1: A critical comparison of a range of communication methods used to convey meaning in creative media production. - 700 words min.
- Task 2: An analysis that critically compares a range of research tools, methods and skills. - 500 words min.
- Task 2: Critically compare a range of primary and secondary research sources.
- Task 4: 1000 word Evaluation

Production Work
- Task 3: 30 second advertisement & production file.

“Advertising is a bit like playing make-believe.”
Hartman Jule

Advertising is all around us and is integral to everyday life. It is one of the largest sectors of the media industry, adverts being presented in a wide range of media such as television, film, radio, magazines, posters, billboards, the press, and the internet.

Of all of these, television advertising probably has the highest profile, some television advertisements being so effective and memorable that they become classics and part of the cultural background for a whole generation of viewers. Television is used to market almost every product one can imagine from everyday consumables like washing powder, to extravagant sports cars, whilst some advertisements promote a service such as insurance, banking or vehicle breakdown cover.

Television advertising has become more and more sophisticated, utilising the very latest digital production techniques. Content and style can be simple or complex, using traditional narrative structures or less obvious surrealist imagery, and messages can be overt or understated. There seems to be no single approach which can be said to be more effective than another.
Firstly you will have to develop and demonstrate some integral skills. These will be taught to you through the use of seminars, workshops. You must demonstrate a range of skills, processes and methods of communication used within the creation of advertising production. Techniques could include:

- Editing techniques
- Green screen
- Camera angles
- Tracking shots
- Lighting

You will also be actively encouraged to explore and develop your own skills outside of the timetable. It is important that you demonstrate independent skills development in all projects.

**“Pick up a camera. Shoot something. No matter how small, no matter how cheesy, no matter whether your friends and your sister star in it. Put your name on it as director. Now you’re a director.”**

James Cameron

**TASK 1:**

**ESSENTIAL SKILLS**

1. Either text and video journal entries exploring a range of processes and technical skills.
   
   **AC 1: 1.1**

2. Journal entries discussing how you have applied media processes and skills safely and appropriately.
   
   **AC 1: 1.2**

3. A critical comparison a range of communication methods used to convey meaning in creative media production.
   
   **AC 1 2.1**

**TASK 2:**

**RESEARCH**

Research is a fundamental skill in creative media production. It helps inform understanding and should continue throughout the project life cycle.

There are two main forms of research undertaken by the media industries. The first is called market research and the second production research. It is important that you understand the purposes of each of these forms or research and what they involve.

For this project you must undertake research that informs the development of ideas and the advertisement production. This may include research into your audience, the product, existing advertisements and the requirements of your production.

**TASK 2:**

**SUBMISSION EVIDENCE**

1. Learners must produce a 500 word analysis that critically compares a range of research tools, methods and skills.
   
   **AC 2: 1.1**

2. Learners must compare a range of primary and secondary research sources. Learners will be encouraged to use questionnaires, online research and analyse existing advertisements to inform the development of their idea. Journal entries will provide evidence for this criteria.
   
   **AC 2: 1.2**
The key to any production is good pre-production, planning and ensuring you have enough time to re-shoot anything that may need to be added or changed. Learners should try to incorporate a range of appropriate techniques and skills. Remember to be creative and shoot a scene more than once to guarantee that you have the perfect shot. When filming on location it is important to fill out risk assessment and undertake location recce, you may also need clearances.

Evaluations are an essential step to improve the quality of your work. In the industry every project will go through many evaluative steps to enhance the products and assess its success. You should evaluate what you have learnt, identify ways you could have improved the project, the success of the project and how it compares to industry examples. Most importantly you need audience feedback.

Task 3: Production Process

The key to any production is good pre-production, planning and ensuring you have enough time to re-shoot anything that may need to be added or changed. Learners should try to incorporate a range of appropriate techniques and skills. Remember to be creative and shoot a scene more than once to guarantee that you have the perfect shot. When filming on location it is important to fill out risk assessment and undertake location recce, you may also need clearances.

Task 4: Evaluation

Evaluations are an essential step to improve the quality of your work. In the industry every project will go through many evaluative steps to enhance the products and assess its success. You should evaluate what you have learnt, identify ways you could have improved the project, the success of the project and how it compares to industry examples. Most importantly you need audience feedback.
WHAT IS PROFESSIONAL PRACTICE?
Throughout the first two terms you will be undertaking Unit 3 ‘Professional Practice’ which will provide you with an introduction to the diversity of roles, responsibilities, employment and progression opportunities available within the sector.

The majority of the unit will involve researching pathways that will support your own development, such as HE courses, work experience, training opportunities. You will also study different forms of employment opportunities and their pros & cons.

Finally, you will demonstrate that you have what it takes to enter the industry by meeting deadlines, working collaboratively and developing organisational skills.

Assessment Criteria for Unit 3: 3.1 and 3.2 will be assessed by a 1000 word journal entry about the roles you have undertaken and the professional skills you have demonstrated in other projects such as Stourhead and the Music Video.

USEFUL RESOURCE: CREATIVE SKILLSET
creativeskillset.org

Creative Skillset is an amazing resource that will provide you with much of the information you need to get started.

The site includes information about what are the different Creative Industries like? What are the different jobs? How have other people got in, got on or reached the top of their game?

It also includes inspirational stories from professions.

Find out here about all the Creative Industries we work with. Perhaps you know which industry you want to work in. Perhaps you’ll be surprised. Either way, enjoy exploring!

PROJECT AIM
To develop a journal that demonstrates students have explored and understand progression opportunities and skills require to pursue a career in the media sector, as well as demonstrate professional skills in productions.

SUBMISSION RULES
Deadline for Task 1 & 2: TBC
Deadline for Task 3: TBC

WHAT IS PROFESSIONAL PRACTICE ?

PROJECT AIM SUBMISSION CHECKLIST

| Task 1: Journal of research into progression routes and opportunities |
| Task 1: 5 year plan - 750 words |
| Task 2: Evidence of research into jobs |
| Task 2: Evidence of contact with professional |
| Task 2: 1000 word journal entry (minimum) |

“Task 1: My Roles & Responsibilities”
STOURHEAD

THIS IS AN EXCITING CLIENT PROJECT WORKING FOR THE NATIONAL TRUST AT ONE OF THEIR MOST PRESTIGIOUS LOCATIONS. THE WORLD CLASS GARDENS AND MANSION AT STOURHEAD HAVE BEEN USED FOR A VARIETY OF FILM AND TV PROGRAMMES AND WE HAVE ACCESS TO ALL AREAS.

IN GROUPS, YOU WILL RESEARCH, PLAN & PRODUCE A CREATIVE RESPONSE TO A REAL BRIEF. THIS PROJECT WILL GIVE YOU THE OPPORTUNITY TO EXPERIENCE THE REAL PRESSURE AND EXCITEMENT OF WORKING FOR A CLIENT AND AS PART OF A TEAM. IT WILL ALSO BE AN EXCELLENT ADDITION TO YOUR DEVELOPING CV.

PROJECT AIM
To produce a promotional video in response to a client brief and demonstrate professional practice.

SUBMISSION RULES
Deadline - To be arranged with client

SUBMISSION CHECKLIST
1. Task 1 & 2: Individual - Journal entries about the project's development and your contributions.
2. Task 1: Individual - Analysis of corporate promotional videos to be placed on blog.
3. Task 2 & 3: Group - Promotional Video & Production File
4. Task 4: Individual - Evaluation 1000 words
5. Task 4: Individual - Peer assessments of colleagues

SUBMISSION EVIDENCE
1- Journal entry - Discuss how you have applied media processes and skills safely and appropriately. This can be illustrated with pre-production planning.
2- Journal entry - Critical comparison a range of communication methods used to convey meaning in creative media production.

TASK 1:
RESEARCH
Individually you must research existing corporate promotional videos to identify key codes and conventions they can apply. Most people associate corporate video with rather boring 20 minute company presentations where the proud CEO is presented along with all the products and the nice offices, accompanied by a rambling voice-over and some elevator music.

However, the growth of digital streaming media has revolutionised the style of these videos. Corporate videos now need to be short, niche and slick to stand out in the crowd. You will find that there are lots of different types of corporate video and each serve a different purpose. For this task you will need to research a range of these videos to identify the styles, methods and techniques used to create a successful corporate video.

You must also keep journal entries discussing how they apply the process and skills safely and appropriately. This can be illustrated with pre-production planning.
**TASK 2:**

**PRE-PRODUCTION**

This project requires careful planning and co-ordination because the location is not near the college and each group will need to make the most out of every shoot. Also, because you will be filming amongst the public, health and safety, risk assessment and clearances will need to be sought out for each shoot. Good client communication is vital so the National Trust know your plans ahead of the shoots. You must keep a good record or production file documentation. Blanks can be found on the college VLE system. Finally each member of the group should clearly identify their roles.

"Collaboration is the best way to work. It’s the only way to work, really. Everyone’s there because they have a set of skills to offer across the board". Antony Starr

Production of this project will probably involve more than one visit to the location. It is important that group members keep a journal of their own activities. Your journal must demonstrate how you are contributing to the project, what you are learning and how you continue to apply media processes and skills safely and appropriately.

You will need to seek out music that is royalty free and contains no copyright infringement as the final product will be used professionally.

A collaboration with our music course might help your group generate the perfect soundtrack.

You must also gain clearances from anyone who appears in the video, especially any member of the public and children.

Furthermore, you may also request some images from the National Trust but these images will also need to be cleared by the organisation.

**TASK 3:**

**PRODUCTION**

This will be your first evaluation as a group member and there will be some major differences for an individual evaluation.

You should not only evaluate the success of the project, but also the following questions;

- How well did you work as a team?
- How did you communicate with the client?
- What did the audience and client think of the project?
- What team skills have you developed?
- How have you demonstrated consideration and professionalism to your group and the client?
- How did you organise yourself?
- How effective were the design and research tools, methods and skills used to develop ideas for creative production?

You should go beyond describing the task and evaluate each element. You should also offer solutions to problems that arose and discuss skills that you need to develop for future projects. You should also use peer and self assessment forms to evaluate each other. These will be confidential.

**TASK 4:**

**EVALUATION**

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**TASK 2:**

**SUBMISSION EVIDENCE**

1- Group - Production file that demonstrates learners have applied processes, organised self and worked to meet deadlines and targets.

   AC 1: 1.2 AC 2: 3.1

2- Individual - Journal Entries outlining your involvement in the pre-production, ideas generation and overall concept. It should also demonstrate your professionalism

   AC 1: 1.2 AC 2: 3.2

**TASK 3:**

**SUBMISSION EVIDENCE**

1- Group - Production file and production file. This will demonstrate how you have applied design and research tools, methods and skills to record and interpret information and develop ideas for creative production. It will also demonstrate that you have applied media processes and skills safely and appropriately.

   AC 1: 1.2 AC 2: 3.1

2- Individual - Journal Entry evaluation - 100 minimum

   AC 2: 3.2 AC 2: 3.1 AC 2: 3.2

**TASK 4:**

**SUBMISSION EVIDENCE**

1- Peer feedback form assessing the other group members and yourself.

2- Individual - Journal entry evaluation - 100 minimum

   AC 2: 3.2 AC 2: 3.1 AC 2: 3.2
**MUSIC VIDEOS PART 1**

**Critical and Contextual Awareness**

**PROJECT AIM**

To produce a promotional video in response to a client brief and demonstrate professional practice.

**SUBMISSION RULES**

Deadline - Check Moodle for Deadline

**SUBMISSION CHECKLIST**

- Task 1: Individual Essay 1500 words minimum, ‘Critical & Contextual Awareness in Music Video Production’

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**TASK 1:**

**Research Essay**

Through the study of established styles and conventions used in music videos, this project will provide you with an introduction to historical and contemporary contexts and perspectives influencing the development of ideas and technology within creative media production.

You will develop an understanding of the critical perspectives that influence the analysis of creative media production activities & the contexts within which creative media technology and production are positioned.

This study of music videos will help you understand why and how music videos are made and the methods they need to develop to create their own videos in “Music Video Part 2 - Visual Production and Technology”

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“Music videos are simply an extension of the lyrics.”

Andrew Goodwin

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**TASK 1:**

**SUBMISSION EVIDENCE**

1. Essay 1500 words

You essay must compare a range of critical perspective that influence the analysis of creative media production activities, particularly focusing on music video analysis. You will then apply you knowledge to analyse a range of productions. (min 6 videos)

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**USEFUL RESOURCE: ANDREW GOODWIN**

In his book, Dancing In The Distraction Factory, Andrew Goodwin points out characteristics and features that can be found in music videos.

1. Music videos demonstrate genre characteristics.

2. There is a relationship between lyrics and visuals.

3. There is a relationship between music and visuals.

4. The demands of the record label will include the need for lots of close-ups of the artist and the artist may develop motifs which recur across their work.

5. There is a frequency reference to notion of looking and particularly voyeuristic treatment of the female body.

6. There are often intertextual references.

From Andrew Goodwin, Dancing In The Distraction Factory, 1992

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MUSIC VIDEOS
PART 2  Investigating visual production and technology

This project will develop your ability to critically analyse, and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and technology in visual-based media platforms.

BE CREATIVE - IMAGINATIVE - COOL

At their best, music videos are a work of art or a cultural influence on a generation. They can have huge costs or be made on shoestring budgets. However, they should always define the artist’s personality, their message, their audience. Through your research, you will develop a music video using a range of skills and techniques. This project should challenge your creativity, imagination and developing production skills.
After you have a client it’s time to listen to your client’s ideas and develop your own. You will research the client and other similar artists of the genre to help inform your creative process.

Then you will produce a group presentation with an accompanying proposal & treatment that identifies your ideas, how it relates to your research, the client’s image and genre.

You will also need to identify any research, techniques and production issues that you need learn or overcome to complete the project.

Finally, remember to include information on how you came up with your idea such as: brainstorm, sketches and other visual aids.

**TASK 1:**

**FIND A CLIENT**

This project requires your group to find a real client, not a friend or someone you know, but a client, a band or a group who will give you honest feedback and want the music video to be as successful as you do.

This may seem a daunting task but in reality it is quite easy. They could be local, national or even international.

There are a lot of websites where new and upcoming groups showcase their music and by simplifying sending several artists a few emails you will easily trigger a response.

**TASK 2:**

**RESEARCH & IDEATION**

To produce a music video for a client that demonstrates creativity, aesthetic awareness, imaginative and flexible processes, skills and knowledge have been applied.

**SUBMISSION RULES**

Length: 2 minutes minimum
Audience: Have a clearly defined target audience
Deadline: TBC

**SUBMISSION CHECKLIST**

1. Task 3 & 4: Individual - Journal logging the development of the project and the students contribution.
2. Task 3 & 5: Group - Production File
3. Task 2: Group - Presentation
4. Task 6: Group - Music Video
5. Task 6: Individual - Evaluation

**SUBMISSION EVIDENCE**

1. Client Communications - To be placed in production file.
   Your group must keep evidence of all client communications, including emails to prospective clients, discussions about style and requirements, as well as feedback on your music video at different stages of production.

**SUBMISSION EVIDENCE**

1. Group Presentation with Proposal & Treatment
   Your group must produce a presentation with accompanying proposal & treatment that will outline the client requirements and justify your approach to the brief.
a visual-based problem in creative media production.

You must also keep an individual journal that documents your individual role, contributions and tasks within the group. It is also important that you experiment with techniques you wish to use. Submitting these experiments with a brief narrative about the purpose and result of the experiment will demonstrate evidence of technical skills and processes.

Costumes and props are very important in a music video so try to source appropriate materials and remember that the college also runs a ‘Media Makeup’ course who you may wish to form a collaborate with.

Other basic pre-production documents you will need are:

- Schedule
- Budget
- Lyrics Analysis
- Shot List
- Risk Assessments, Recce & Clearances
- Equipment List
- Booking Forms
- Call Sheets
- Continuing Research & Ideas Development

### TASK 3:
PRE-PRODUCTION

The pre-production planning for the project must demonstrate that you have the ability to plan, organise and present solutions to a visual-based problem in creative media production. It must also demonstrate that students have applied research activities to support a visual-based problem.

**SUBMISSION EVIDENCE**

1. Group - Pre-Production file that shows development of concept and the ability to plan, organise & present solutions to a visual-based problem in creative media production. It must also demonstrate that students have applied research activities to support a visual-based problem.

   AC 6.1.2 AC 6.2.2

2. Individual - Journal entries that evidences a students individual contribution to the production.

   AC 6.1.2 AC 6.2.2

### TASK 4:
PRODUCTION

The production of a music video can feel like a rush because you are trying to organise actors, musician, props, crew, kit etc... So having some extra time before you start shooting is essential as it will ensure it runs as smoothly as possible. Here are a few tips:

1. Inspect all equipment needed for the shoot.
2. Have lots of recording media, and as much backup as possible.
3. Review the shot list and arrange your shots in a practical sequence.
4. Have the performers do a dry run but be prepared to record it.
5. Record lots of extra footage from each scene as it can be helpful for the editing process.
6. Be confident in your directing.

**SUBMISSION EVIDENCE**

1. Individual - Journal entries that evidences a students individual contribution to the production.

   AC 6.1.2 AC 6.2.1 AC 6.2.2
TASK 5: POST PRODUCTION

Once you have shot all your footage it is time to edit the footage. The best way to have an effective workflow is to organize your project. The time you spend up front will be paid back tenfold once you are buried deep in the edit. Use project bins to help organise the footage and try not to float assets in the project window as the project will become hard to manage.

The editing process will take a long time and there is nothing worse than trying to hunt down a file that you have lost.

Also you may need to add visual effects using either Premiere or After Effects and this can increase the rendering time substantially, so give yourself plenty of time to complete the edit so you can make any changes you need.

TASK 6: EVALUATION

Finally you must review their music video and production process. When evaluating your project you should consider the following topic areas.

Production Process
• What was the theme of the project and how did it meet the clients needs?
• How did you develop your ideas and did they change through the project?
• How much research did you do, could you have done more or less?

Final Music Video
• What inspired you and why?
• What techniques and skills did you develop during the project?
• Is there any area you could have studied more?

Personal Development
• Did you work well as a group?
• Is there any ways that the group could have worked more effectively?

It is important that you use examples to give clarity the points you make in the evaluation.

TASK 5: SUBMISSION EVIDENCE

1- Group - Post-production evidence to be placed into the production file. This will include screen shots of the work area to demonstrate a tidy and professional work area with bins and clips labelled. There should also be a description of any special effects and colour grading effects that have been applied.

AC 6.2.1 AC 6.2.2

TASK 6: SUBMISSION EVIDENCE

1- Individual Evaluation 1500 words. An evaluation that analyses the effectiveness of solutions to a visual-based problem in creative media production.

AC 6.2.1

2- Group Music Video. Digital copy of the final music video.

AC 6.2.2
PODCASTS

THIS PROJECT IS AN OPPORTUNITY TO CREATE A SHOW WITH THE POTENTIAL TO BE AN INTERNET SENSATION. IN PAIRS YOU CAN CREATE A PODCAST ON ANY SUBJECT RANGING FROM MOVIES, TO TECHNOLOGY, TO MUSIC, TO POLITICS OR WHATEVER ELSE YOU CAN THINK OF. SHARE YOUR CREATIVITY WITH THE WORLD.

TASK 1: RESEARCH & IDEATION

CONCEPT RESEARCH
To understand what makes Podcast different from radio and other audio forms it is important for students understand what tools and techniques are used in podcasts to make them appealing to an audience. In pairs you should look at a range of different podcasts and analyse the features that are used to make a successful podcast.

Once you have a clear idea of what makes a good podcast it’s time to start developing your ideas.

Start by brainstorming to help give your project focus. Write out a few notes to yourself describing your overall concept. Be sure to hit all angles (sense of purpose, audience, context, statement of purpose, strategies, medium, arrangement, production and testing). It may help to create an imagined list of questions and answers between your intended listeners and you. You should also include a proposal and treatment.

PRODUCTION RESEARCH
Like most written documents, initial planning is essential. You’ll want to do an outline, storyboard, or some kind of design plan to lay out how you will arrange material to achieve your purpose. Your written script does NOT need to be word-for-word, but rather an idea of each topic covered and how long it takes on the podcast. You should also include notes on any background music or noises you will incorporate in each section. Any music or sounds you include must be copyright free.

PROJECT AIM
To create a 2-5 minute podcast

SUBMISSION RULES
Must include:
- Sound Effects
- Intro Music
- Narration
- Interview
- Ambient Noise

Deadline - Check Moodle for Deadline

SUBMISSION CHECKLIST
☑ Task 2: Podcast submitted digitally & uploaded to Podomatic.com
☑ Task 1: Analysis (1000 words minimum) either written or alternative method
☑ Task 1 & 2: Production file
☑ Task 3: Evaluation

TASK 1: SUBMISSION EVIDENCE

1 - Analysis of the requirements and parameters of range of Podcasts (4 minimum) 1000 words.

AC 5: 1.1

2 - Concept and production research documentation that demonstrates the ability to plan, organise and present a solution to an audio based problem.

AC 6.2.1

GOOD PODCAST: THE RICKY GERVAIS SHOW

The Ricky Gervais Show is a comedy audio show in the UK starring Ricky Gervais, Stephen Merchant, and Karl Pilkington

GOOD PODCAST: SERIAL

Serial investigated the 1999 murder of Hae Min Lee, an 18-year-old student at Woodlawn High School.

GOOD PODCAST: THE INFINITE MONKEY CAGE

Witty, irreverent look at the world through scientists’ eyes. With Brian Cox and Robin Ince.
**TASK 2: PRODUCTION**

After you have completed your research you should have a clear idea about what your podcast is going to be about and have an outline of a script. Now it is time to record your podcast.

**RECORD**

This project requires you to include the following elements to demonstrate your organisational and technical skills:

1. Sound Effects
2. Intro Music
3. Narration
4. An Interview
5. Ambient Noise

All these elements will help make your podcast sound professional.

**EXPORT YOUR MP3**

Using your audio editing software you must export your mp3. You should research what bit rate is the most appropriate setting for the podcast. This research will be included in the production file.

**UPLOAD TO YOUR MEDIA HOST**

There are a few options for your media host, the two most popular being Libsyn and SoundCloud.

It is recommended that you review both platform and determine which is the best for you. Both are very good. However, over the last year YouTube has become a popular platform for audio and is starting to attract large audiences for podcasts. If you wish to use YouTube you must export your audio from a video editing software programme and I recommend including a logo image.

**TASK 2: SUBMISSION EVIDENCE**

1. Learners must produce, edit and upload a 3-5 minute podcast. There must be a digital copy and a version uploaded to a hosting site. This will demonstrate the learner has applied practical skills, understanding and methods, as well as, applied research activities to support and solve an audio based problem.

**TASK 3: EVALUATION**

Podcasters regularly evaluate their own work so they can try to expand their listeners.

To evaluate your podcast you are going to have to look inward, as well as, use feedback from real audience members. Try to link your podcast to as many social media sites as possible so you can get some insightful feedback. You might get some personal opinions that may not help your show, but there’s a good chance your listeners will want to help you to their best ability. You can take this a step further by asking them to fill out a short questionnaire on your website and get more specific information.

Another factor you should look at is your podcast voice. Is it strong? Is it engaging? Exciting? Enthusiastic? When people listen to your podcasting voice. Does it feel professional? How can you prove this? What could you improve it if you were going to make a second podcast in the series? Does it feel professional?

You should also discuss the overall topic, did you interview someone else’s voice for this because having another voice introduce you gives you instant credibility and breaks up the episode. Does it feel professional? What could you improve it if you were going to make a second podcast in the series? What have you learnt?

Finally, you should evaluate your skills that you have developed through the project. What have you learnt? How could these skills be applied to other projects? What skills would you need to improve in the future?

Remember it takes many Podcasts several episodes to find their style, it is not expected that your going to make the perfect podcast first time. Be realistic with your evaluation, think about the future and how you could attract an audience.

Podcasting should be a fun activity and a way to express your opinions, creativity and interests. A good podcast will feel like each member of the audience is getting to know something about your personality.

“Don’t be afraid to copy a topic for your podcast. But put your own, unique twist on it.”

John Wilkerson
AUGMENTED REALITY

THE AIM OF THIS PROJECT IS TO INTRODUCE YOU TO CUTTING EDGE TECHNOLOGY AND TECHNIQUES. IT WILL COMBINE YOUR VIDEO SKILLS, WITH PRINT AND ANIMATION TECHNIQUES TO CREATE AN ENGAGING INTERACTIVE EXPERIENCE. TRY DOWNLOADING THE LAYAR FROM YOUR APP STORE AND SCAN THE PAGE OPPOSITE.

PROJECT AIM
To create an augmented reality advertisement for a product.

SUBMISSION RULES
AR must be uploaded and working.
Can promote any product.

SUBMISSION CHECKLIST
- Task 1: Research essay, video or audio - 1000 minimum
- Task 2: Development Journal
- Task 3: How to guide
- Task 3: Digital copy of poster, either JPEG, PNG or PDF
- Task 3: Digital copy of video
- Task 3: AR A4 poster
- Task 4: Evaluation
AUGMENTED REALITY

Before you start planning your augmented masterpiece, it is important that you research the possibilities and limitations of augmented reality and how it is being used.

As we will be using Layar to create our promotional print product, it is important that you study examples using this technology. However, some of your research should look into other technologies and the possibilities of what can be achieved with them.

You should also discuss how these examples may influence your ideas and the impact they have on the audience and product.

To provide evidence of your research, you will produce either a 1000 word essay or equivalent using either video or audio technology.

To demonstrate your production skills, you will produce a how-to guide about using Layar. This will show the basic steps of creating an AR print product.

The guide can either be a video or a written step-by-step guide. It could even be an augmented reality video!

Finally, you will need to submit a working AR print, a video demonstration of you using the print, a jpeg, png, or pdf or the print advert and the video as a digital copy.

You should also submit any iterations of your design to show its development. These should be narrated.

You will need to evaluate the success of your project. You should use some audience feedback and compare your product with professional examples. As always, you will need to reflect upon the skills you have learnt and used but you should also reflect upon the future uses and success of AR.

Is it a technology here to stay?
Is it just a gimmick?
Can it be a commercial success?
Will everyone interact with it?

By questioning the future of interactive technology, you will be able plan future projects with clients that will meet the needs of the audience while maintaining your ability to produce cutting-edge interactivity.
FINAL MAJOR PROJECT

THIS IS IT, THE BIG ONE!

TIME TO SHOW OFF YOUR SKILLS AND ABILITIES YOU HAVE DEVELOPED THROUGHOUT THE FIRST YEAR. THIS UNIT WILL TEST YOUR SELF DIRECTED LEARNING THROUGH THE COMPLETION OF A SUBSTANTIAL CREATIVE MEDIA PRODUCTION AND TECHNOLOGY PROJECT.

IT IS ALSO AN OPPORTUNITY FOR YOU TO BEGIN TO CLARIFY YOUR LONGER TERM GOALS THROUGH YOUR CHOICE OF AN ACTIVITY TO EXPLORE IN GREATER DEPTH. THIS IS YOUR UNIT.
PROJECT AIM
To produce a creative media product that demonstrates skills, ability, motivation, ambition, professional conduct, creativity and self directed learning.

SUBMISSION RULES
Project must be cleared for its suitability by the course leader.
If working in groups, individual responsibilities must be clearly defined.

SUBMISSION CHECKLIST
- Task 1: Individual - Research essay, video or audio - 1500 minimum
- Task 2: Presentation of idea supported by proposal and treatment
- Task 3: Individual - Development Journal
- Task 4: Production File
- Task 5: Peer Assessments (if in group)
- Task 5: Individual - Evaluation - 1500 minimum

ABOUT THE FINAL MAJOR PROJECT
The FMP is the summative unit for the first year of the course. Your overall grade will be assessed on the skills and creativity you demonstrate so it is important you not only use the skills from previous units, but improve upon them.

Before jumping straight in to a project you should reflect upon what skills you have excelled in, what you may need to improve, what aspects of production you have really enjoyed and what career you might be heading towards.

It is also important that your project has enough ambition to achieve the higher grades, but it also has to be realistic in the time-frame, budget, goals and resources.

You may wish to team up with other members of the class to produce a larger project but every individual’s roles, responsibilities and contributions must be clearly identifiable.

For this reason each student must keep a detailed personal reflective journal to record their ideas and perceptions.

You may also develop other evidence other than that stipulated in the submission checklist to demonstrate their achievement of the assessment criteria.

This project also gives students a perfect opportunity to collaborate with other specialists courses within the college, such as, media makeup, music, entertainment and production or hair and beauty.

It is expected that there will be a range of different projects being produced by the students, therefore teaching for this unit will predominantly be in the form of creative workshops where you can discuss your intentions, issues or skills development.
**TASK 1: RESEARCH**

Individually you must review a range of research sources to support a creative media production project.

You should analyse existing similar media artefacts to help gain an idea of the codes, conventions, techniques and methods used.

With each artefact you should discuss how it inspires you, what techniques and methods you could use.

Finally you should summarise with a conclusion that points out what makes a good professional product similar to your chosen project, what skills or techniques you have or need to develop, and what issues you may face when producing such a project.

If you are working in a group you should compare notes before you create your final major pitch.

**TASK 2: PITCH & PROPOSAL**

Before you can start your project it will have to pass a formal pitch to ensure the project is a suitable length and complexity. It should be realistic in terms of achievable goals but yet ambitious enough to achieve the highest grades.

Before the pitch and proposal, you will need to think about the planning of the project, job roles and what production and marketing research activities should be undertaken.

You will need to identify an audience, a method of feedback, so you can assess the success of the project and a distribution platform, such as; a festival, online or a client’s website.

Expect to be asked a lot of questions so come prepared.

**TASK 3: PRE-PRODUCTION**

Each project will need to keep a production file similar to earlier projects. If working in a group it is important that individual paperwork has the authors name on it. It is also critical to your grade that you keep a journal. It must cover every aspect of your role, responsibilities, ideas, research and contributions to the project.

If you researching a new skills that support your development this should also be included. This provides very important evidence so ensure it is very detailed. You should add to it every time you do any work and make sure it is dated. Journals will be submitted on your blog and as a digital copy.

The production file must be well organised and contain all relevant form of documentation associated with the type of production you are making.

**TASK 4: PRODUCTION**

Once you are in production you will continue to develop your journal as evidence of your work. You may also wish to include pictures and video of you working to provide further supporting evidence.

Remember that when you are in production it is likely that elements of your production file may change, such as;

- Scripts
- Schedules
- Call sheets

Keep a copy of all the different versions of the documents as evidence of your planning. A production file is a live document and changes are expected.

You will need to submit your project in a digital form, as well as, whatever is agreed to be most appropriate in the pitch. Your project must also be submitted by the deadline.

**TASK 5: RESEARCH FEEDBACK**

Research should never stop during a production because it helps improve the quality of the product.

You will need to gather a range of market research on your product to assess the quality of your product. This might be:

- A private viewing of a rough cut
- Questionnaires about the topic
- Focus groups
- Client feedback

It is important that you find opportunities to gather research that help you develop ideas and effectively communicate to an audience.

For that reason don’t leave your submission to the final day, plan ahead so you can test out your product and alter it as required.

**TASK 6: EVALUATION**

Individually students should evaluate their project.

You should refer to peer and self assessment forms, audience feedback and any client feedback if you have undertaken a live brief.

You should reflect upon your initial research document that identified the characteristics of a successful media artefact and compare your project against it.

Finally, you should evaluate your contribution to the project, the skills you have developed and any development that would further your creative media skills.
UNDERSTANDING YOUR ASSESSMENT

UNIT TRACKER

The projects you undertake throughout the course will be directly linked to specialist units and some may be linked to more than one. Each unit has specific learning outcomes that can be met by achieving various assessment criteria. In the projects you have seen boxes with numbers such as AC 2: 2.1. By achieving that task you will be graded for that criteria and some tasks may meet more than one assessment criteria. At the start of the course you will be shown the detailed specification for the University of Arts London course you are studying to ensure you understand it. You may also wish to refer to it from time to time. This document can be found at the following link: http://tiny.cc/d4l51x.

The unit tracker below shows which projects are formally linked to assessment criteria, however, occasionally you may be able to demonstrate skills in a unit that is not formally linked to that project. For example, unit 2 ‘Design and Research Skills’ lends itself to multiple projects. However should a candidate be referred for a unit they will only be allowed one opportunity to redeem that grade.

<table>
<thead>
<tr>
<th>PROJECTS</th>
<th>UNIT 1: INTRO TO MEDIA PROCESSES &amp; TECHNICAL SKILLS</th>
<th>UNIT 2: INTRO TO DESIGN &amp; RESEARCH SKILLS IN CREATIVE MEDIA PRODUCTION</th>
<th>UNIT 3: INTRO TO PROFESSIONAL PRACTICE IN CREATIVE MEDIA PRODUCTION</th>
<th>UNIT 4: CRITICAL AND CONTEXTUAL AWARENESS IN CREATIVE MEDIA PRODUCTION</th>
<th>UNIT 5: INVESTIGATING AUDIO PRODUCTION &amp; TECHNOLOGY</th>
<th>UNIT 6: INVESTIGATING VIDEO PRODUCTION AND TECHNOLOGY</th>
<th>UNIT 7: INVESTIGATING INTERACTIVE MEDIA PRODUCTION AND TECHNOLOGY</th>
<th>UNIT 8: DEVELOPING A CREATIVE MEDIA PRODUCTION PROJECT</th>
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<tbody>
<tr>
<td></td>
<td>1:1.1 1:1.2 1:2.1 1:2.1 1:2.1 2:1.1 2:1.2 2:2.1 3:1.1 3:1.2 3:2.1 3:2.2 4:1.1 4:1.2 4:1.3 4:2.1 4:2.2 4:3.1</td>
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GRADING

Units 1-7 will be graded as a Pass or Fail and students must pass all units to achieve the qualification. However, in the first 7 units students will be given a guide grade of referral, pass, merit or distinction so they can understand the level they are working at how they are improving.

The overall grade for the Level 3 Diploma in Creative Media Production & Technology is determined by the candidate’s achievement in the final unit of the qualification, Unit 8 ‘Developing a Creative Media Project’. This project will have more time dedicated to it than the other projects and will be the focus of the final term.