

Creative Media Curriculum Year 8

During Year 8 Students will study creative media.

UNIT 3: DIGITAL MOVING IMAGE PRODUCTION

Learning Aim A: Understand the key features of moving image productions

Learning aim B: Understand the technical construction of a digital moving image production

Learning aim C: Produce and review a digital moving image production

How can you help?

- ✓ Ensure your child puts their very best effort into their Homework.
- ✓ Encourage them to ask for help if they are stuck.
- ✓ Check your child's planner to see if they have any Homework.
- ✓ Make sure your child revises well for their tests and end of year exams.

Assessment

All topics are assessed and Students need to revise thoroughly before each test so that they have the best opportunity for maximising their chance of exceeding their target grades. Some experiments will also be assessed and the pupil graded according to the Assessment for Learning Focus which is being used. Students will know in advance if the experimental write up is being marked as just Homework or if it is being graded a level.

All Students will sit an end of year exam which will be used as their final progress indicator.



Unit 3: Digital Moving Image Production

Tentlee Tea campaign: a 30-second TV commercial – part 1

Produce a report or presentation to the client that emphasises your knowledge of key features of three types of moving image productions.

Your work should be analytical and make reference to one example from each of these types of products (three in total):

- factual, i.e. news broadcast, documentary
- fictional, i.e. film/TV, animation, music video
- promotional, i.e. cinema/TV advertisement, corporate/promotional video.

Key features could include:

- codes and conventions
- use of stars
- representation
- narrative structure (fictional)
- reconstruction
- interviews
- mode of address
- positioning, structure (factual)
- persuasive techniques
- information
- celebrity endorsement
- messages and values
- representation (advertising/promotional).

You should make reference to different formats and platforms, ensuring that you also focus on new and emergent technologies, such as tablets and mobile devices.

You will also need to analyse the purpose of each type of moving image production, for example to:

- inform
- educate
- entertain
- persuade
- promote.

Your analysis will identify the target audience, i.e.

- age
- gender
- class.

And it will also identify how the product attracts this audience.

Your analysis should make detailed reference to the examples being used

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Unit 3: Digital Moving Image Production

Tentlee Tea campaign: a 30-second TV commercial – part 2

Select an existing media product and analyse how the combined use of technical elements conveys meaning to an audience. You must include reference to the following:

Mise en scène:

- setting
- props
- costume
- make-up
- movement
- visual effects.

Cameras work:

- framing/distance
- shots
- movement
- angles
- effects
- colour/lighting.

Sound:

- use of music
- levels
- diegetic sound/non-diegetic sound.

Editing:

- transitions
- rhythm, e.g. long and short shot duration

sound (sound bridges).

Unit 3: Digital Moving Image Production

Tentlee Tea campaign: a 30-second TV commercial – part 3

TASK 1

First you must undertake pre-production activities in order to plan the content, style and audience for your product.

You must refer to the brief at all times and devise a range of ideas that will appropriately target and engage the audience for the product. Your ideas should clearly define your audience and the narrative techniques that you will be using within your product.

Once you have agreed your final idea with the client you must undertake your pre-production planning, you will complete all of the appropriate paperwork outlined below and keep the documents in a production portfolio:

- production log – this should be kept up to date and contain evidence of time management, meetings/liasing with client and activities undertaken
- storyboards
- shot lists
- lighting test shots
- props and costumes
- location recces/photographs
- shooting schedules
- script drafting and final script
- permissions for filming
- personnel required
- equipment booking

health and safety/risk assessment.

TASK 2

Now you must undertake your production work. Using your pre-production planning you should shoot all of the required footage for your production. You should ensure that you follow safe working practices and undertake the following activities.

If working in a group, you must identify your role or the scene that you were responsible for. You might work on:

- equipment checks (camera, microphone, and tripod)
- shoot scenes, as per shooting schedule
- shoot scenes, using structure in script/storyboard as guidance
- position several single camera set-ups per scene
- view and review rushes
- film pick-ups for omissions or errors.

Once you are sure you have all the footage you will need for your production, you should undertake the following post production activities:

- log image and sound rushes
- capture image and sound digitally, in preparation for post-production

- edit a rough-cut of picture and diegetic sound, with storyboard or script as a guide
- review rough-cut edit for omissions or errors
- shoot extra pick-ups
- complete final cut of image and diegetic sound

add additional sound (original and sourced).

TASK 3

Finally, you must undertake the distribution, exhibition and self-evaluation of your product. Firstly, you should:

- render all files and play-out (to file/disc)
- check play-out levels and image quality when projected
- burn disc for exhibition.

You must then showcase your work to a focus group that consists of your target audience and your client; you must obtain and evaluate feedback from them in a written or verbal format. Once you have completed the screening and gained the feedback, you must undertake an evaluation of your final product that takes into consideration the opinions of others, and includes discussion of the following points:

- aims of the brief
- original idea
- planning
- strengths (what worked well)
- areas for improvement (what could be better).

If you are working in a group, you must evaluate your individual role as well as the overall production.