

Year 11 Creative Media Production BTEC Tech Award  
 Guide to Achieving a High Grade in Component 3

**Activity 1: Ideas Log and Pre-production (5 hours)**

	<u>Activity 1 Part A</u>	<u>Notes</u>	<u>Complete Y/N?</u>
	Complete an <b>Ideas Log</b> on the development of your chosen idea for a video in response to the brief. Outline your <b>initial ideas and how your ideas will meet the brief</b> with reference to:	<b>You will be assessed on your ideas, and how they respond to the needs of the brief</b>	
1.	your <b>target audience</b>		
2.	<b>how other media products have influenced your ideas</b>		
3.	the <b>content of your chosen idea</b> and how it will be <b>structured into a narrative, running order</b>		
4.	<b>how the content</b> meets the requirements of the brief		
5.	the <b>style</b> that will be used in your chosen idea		
	<u>Activity 1 Part B</u>		
.	You must <b>develop</b> your ideas by producing <b>planning material</b> to visualise the content and style of your video. This needs to take the form of either a <b>script or a storyboard</b> .	<b>You will be assessed on your understanding of and use of skills and techniques to communicate how your ideas will be realised.</b>	
	The <b>script</b> should include: <ul style="list-style-type: none"> <li>• <b>timings and cues</b></li> <li>• a <b>description of the type of audio</b>, e.g. sound effect, music, character name, host</li> <li>• <b>details of the audio</b>, e.g. dialogue, scripted speech, description of music, questions for an interviewee</li> <li>• <b>notes to the speaker on delivery</b></li> </ul>		
	The <b>Storyboard</b> should include: <ul style="list-style-type: none"> <li>• <b>a key 30-second sequence</b></li> </ul>		

<ul style="list-style-type: none"> <li>• <b>a visual representation of the action in each frame</b></li> <li>• <b>a description of each frame</b>, e.g. shot type, composition, framing, duration, use of sound</li> <li>• <b>arrows to indicate camera movement and character movement</b></li> <li>• information on how each shot connects to the next through the use of <b>transitions</b>.</li> </ul>		
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### Preparatory Period

You should use the preparatory period to:

- **create** original assets/material
- **prepare** original assets/material
- **gather** assets/material from secondary sources.

Your product(s) **must** contain some original assets or material.

### Activity 2: Final Video and Technical and Review Record

	<u>Activity 2 Final Video</u>	<u>Notes</u>	<u>Complete Y/N?</u>
1.	<p>Use your ideas from Activity 1 (Part A), planning material from Activity 1 (Part B) and your material, footage and/or assets to:</p> <ul style="list-style-type: none"> <li>• <b>create your media product(s) in response to the brief</b></li> <li>• <b>export your product(s)</b> in an appropriate digital file format (H.264/MP4)</li> </ul>	<b>You will be assessed on your use of production skills and techniques, your communication of ideas and how closely your product(s) meets the requirements of the brief</b>	
2.	<p>Produce a <b>Technical and Review Record</b> of up to two sides of A4 that:</p> <ul style="list-style-type: none"> <li>• outlines <b>how you have used software and equipment</b> to create key aspects of your product(s)</li> <li>• documents the outcomes of <b>key review points</b> in the production process.</li> </ul>		