

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

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

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.	Use your ideas from Activity 1 (Part A), planning material from Activity 1 (Part B) and your material, footage and/or assets to: <ul style="list-style-type: none"> • create your media product(s) in response to the brief • export your product(s) in an appropriate digital file format (H.264/MP4) 	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	
2.	Produce a Technical and Review Record of up to two sides of A4 that: <ul style="list-style-type: none"> • outlines how you have used software and equipment to create key aspects of your product(s) • documents the outcomes of key review points in the production process. 		