

Candidate:
Target:
WAG:



MAIN TASK - Music Video

Pre-production

- Two embedded videos of appropriate music videos of your choice (examples can be found in the appropriate playlists on the YouTube channel) with an accompanying analysis answering the following questions:
 - How does the music video establish genre, artist and style?
 - How does the video attract an audience's interest?
 - What do you consider to be the target audience of the video and why?
 - Who has produced the video and how is that evident in the video itself? How has the record label protected its interests?
- Genre presentation - a PREZI exploring the main features of your chosen genre of music videos incorporating at least 3 example texts with one being modern (last 5 years) and one being historic (older than 5 years). Must consider: Genre, artist and style.
- Music Video research - a PREZI or video presentation on YouTube exploring the role of music videos within the music industry including: who produces them? How and why? Examples of successful music videos. How are they released?
- Video Treatment - 250 words - with an accompanying exploration of how you are fitting the genre, style and needs of the artist. This should be in a format that can be presented and/or discussed with the artist.
- First draft of the script - with reflection - as an embedded document.
- Redrafts of the script - with reflection and details of changes made - as embedded documents - could use notes in PAGES or WORD.
- Storyboards of the video - As image slideshow with accompanying captions, i.e. lyrics of appropriate sections.
- Evidence of communication - emails, twitter, Facebook - making arrangements with locations, actors, any other people needed - with appropriate reflection of evidence.
- Test Shots - footage tests of lighting, special effects, make up, camera moves, sequences - with appropriate reflection and notes on how they work and how they can be improved etc.
- Location reconnaissance photos - as an image slide show with suitable captions explaining why the location is appropriate.
- Casting - justifications of casting and suitability of actors linked to genre research.
- Evidence of relevant contract paperwork including actor/artist agreements and location agreements.
- Equipment requirements with a checklist to be used during the shoot.
- Shooting Schedules.
- Call Sheets.

Production

- Shot logs.
- Photos of the shoot days.
- Reflection diaries from the film shoot.
- Raw footage - unprocessed - with reflection about how it has turned out and how it will be improved in Post Production.
- Evidence of sound files recorded on set if needed including atmosphere sound, foley sound and synchronised sound.

Post Production

- Evidence of the editing process.
- Evidence of sound synchronisation, including editing on the beat.
- Copy of the rough edit.
- Evidence of any post production work including special effects, colour grading etc.
- Title creation.
- Final edit placed onto portfolio page.

Targets:

Comments:



ANCILLARY TASK 1 - Digipack

Pre-production

- Research into relevant digipacks - minimum of 3 with one being a full album. Consider how the digipack reveals genre, style, artist and attracts an audience. Digipacks should be annotated with relevant details.
- Layout plan for the Digipack.
- Font choices and justification.
- Plan for the photo shoot including costume, setting, poses etc.
- Schedule for the photoshoot - preferably within your shooting schedule for the video.

Production

- Images taken as part of the digipack shoot.
- Images of the digipack image shoot with appropriate reflection.

Post Production

- Evidence of the digipack development in Photoshop. Including stages of production and redrafts/improvements made.
- Final copy of the digipack placed on Portfolio Page.

ANCILLARY TASK 2 - Magazine Advert

Pre-production

- Research into a series of Magazine music adverts from UK music magazines such as NME. Consider how layout, language, presentational devices, images and font are used to create an effective advert.
- Layout plan for the magazine advert.
- Font choices and justification.
- Draft of the magazine advert - with reflection including how it matches the genre, style and artist featured in the video and digipack.
- Redrafts of the advert responding to feedback.

Production

- Advert images taken during the video shoot.

Post Production

- Evidence of the layout stage of production using placeholder text (Lorum ipsum etc) and image placeholders.
- Evidence of the images being placed and positioned - including the exploration of several options and details of the final choice.
- Evidence of the copy stage where the text is placed - including details of any edits or additions that are needed in order to fill the space on the layout.
- Final copy of the advert placed on Portfolio Page.