

Candidate:
Target:
WAG:



MAIN TASK - Two TV Adverts

Pre-production

- Two embedded videos of appropriate adverts 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 advert try to sell the product?
 - How does the advert attract an audiences interest?
 - What do you consider to be the target audience of the advert and why?
 - Who has produced the advert and how is that evident in the video itself?
- Product/Service presentation - a PREZI or other exploring the main features of your chosen product/service. What are the selling points? What is the history? What are their key branding messages and values?
- Genre presentation - a PREZI exploring the main features of TV advertising incorporating at least 3 example texts with one being modern (last 5 years) and one being historic (older than 5 years). Must consider; styles, techniques and production practices.
- TV Advertising research - a PREZI or video presentation on YouTube exploring the role of TV Advertising within the media including; who produces them? How and why? Examples of successful TV Adverts.
- Video Treatments - 250 words each - with an accompanying exploration of how you are fitting the needs of the product/service. This should be in a format that can be presented and/or discussed with the company.
- 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 adverts - As image slideshow with accompanying information.
- 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 recce 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 agreements and location agreements.
- Equipment requirements with a checklist to be used during the shoot.
- Shooting Schedules.
- Call Sheets.
- Plans for placement - where would you schedule the adverts and why? Consider how you would reach your chosen audience and the values of TV channels chosen.

Production

- Shot logs.
- Photos of the shoot days.
- Reflection diaries from the shoot days.
- 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.
- Copy of the rough edit of the adverts.
- Evidence of any post production work including special effects, colour grading etc.
- Motion graphics creation.
- Final edit placed onto portfolio page.

Targets:

Comments:



ANCILLARY TASK 1 - TV Programme Sponsorship Sequence

Pre-production

- Research into sponsorship stings - minimum of 3 with one being a similar service/product. Consider the relationship between the programme and product? The channel and product? How it reaches an appropriate audience.
- Storyboard for the sequence.
- Font choices and justification.
- Plan for the photo shoot/filming including costume, setting, poses or any motion graphics needed.
- Schedule for the production including images, filming and sound/music acquisition.

Production

- Evidence of the development of the sequence.
- Evidence of editing of the sequence.
- Details of music choices and justification.
- Development of motion graphics skills if needed.

Post Production

- Evidence of the development and response to audience feedback.
- Final copy of the sequence placed on Portfolio Page.

ANCILLARY TASK 2 - Web Pop-up

Pre-production

- Research into a series of Web Pop-up adverts from UK websites. Consider how layout, language, presentational devices, images and font are used to create an effective advert.
- Layout plan for the pop-up.
- Font choices and justification.
- Draft of the pop-up - with reflection including how it matches the needs of the product and the style of the adverts.
- Redrafts of the pop-up responding to feedback.

Production

- Copy of images taken for the web pop-up.

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 pop-up placed on Portfolio Page.