Level 3 Diploma in Creative Media Production & Technology

Assignment Brief: *Extended Project in Creative Media Production*

Assignment Title	**Final Major Project**
Unit No & Title	**Unit 13** **Extended project in creative media production**
Level & Credit Value	3 & 36
Assignment Leader	**Mark Caffoor, James Holder, David Jenkins and Valentina Shivardi**
Assignment Verifier	Draft
Start Date	**14/03/16**
Assessment Date	**03/06/16**

Assessment Grade	DISTINCTION	MERIT	PASS	REFERRAL	FAIL

For your **Final Major Project** you will need to choose and develop an outcome of your choice. You must demonstrate the best of your ideas and skills. Keep in mind the different projects that you have done so far and what you have learnt through them.

You will need to write the project, develop research areas, themes, select places to go, work on design ideas using previously learned techniques and produce a final outcome which will be marked and assessed for your final grade on the course both internally and externally.

In past years students have tried to include **too much** in the time provided and have not fulfilled their own project brief. You can also include **not enough** information and set targets, which are too small so the project outcomes are too simple with too little initial research. Throughout this project there will also be times when you need to work <u>completely independently</u> and staff will be observing you. Be realistic. How easy is it to research your chosen subject? Choose a topic that you feel sufficiently interested in and will sustain you throughout the project.

Because you are starting your own personal project, it is very important that you keep all your teachers informed of what you are doing and where you will be either in the building or outside of the building. Use teacher emails to inform all the teachers if you are going out on external visits, galleries and shows.

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Level 3 Extended project in creative media production

Project Proposal

Learner Name	UAL Reg. ID	Centre name & Number
Stephanie Corr-Amajor	**20250279**	**Westminster Kingsway College 11072**

Project proposal title	Main Area of Activity/s e.g. Fine Art, Graphic Design, Textile Design
Short film	**Film and Television**

Tutor / Assessor Name	Signature	Date
Mark Caffoor		

Project Proposal: Guidance for Candidates

This unit requires students to produce a written project proposal of about 500 words. The proposal should address the following:

- A review of the students' progress and achievement to date (Section 1)
- The project concept and rationale (Section 2)
- How the project will be evaluated and reviewed (Section 3)

In addition, students should provide:

- A bibliography detailing all research sources
- A timetabled action plan

In producing the project proposal, and in preparing for the project realisation you should familiarise yourself with Unit 13 of the qualification. In particular, you should understand the assessment and grading criteria which will be used to determine standards of achievement.

Units 13 require you to produce a project proposal of about 500 words, excluding the project action plan and bibliography. Project proposals should not be so succinct that they do not address the requirements listed below, nor should they be excessively long and unfocused. Your project proposal should be sufficiently challenging to ensure you have the best possible chance of meeting the grading criteria.

Section 1

A review of progress and achievement through parts 1 and 2 of the course: This section provides you with an opportunity to reflect on, review and summarize your progress and achievements through the first 12 units, and the knowledge, skills and understanding you have acquired. What you know now, and what it means to you, compared with what you knew and could do before you started the course, and how this has influenced your choice of discipline or disciplines and your project proposal. It also provides an opportunity for you to explain your

reasons for choosing a particular discipline or disciplines and to outline both your immediate and longer-term aspirations (150 words)

Reflecting on the first 12 units I have done already,
From unit 9 to 12 I have gained new information about myself, my ways of doing things, adapting to different situations, creating a brand for myself and how I can expand and reach my intended target audience. Unit 10 taught me about distributing my brand/product and work as a unit to develop a film, also holding planning and discussing ideas and using my open minded thinking to progress. Unit 9 has broadened my mentality about how the film industry works and what people look for in branding and work that you produces. How brand names could be misconstrued and changing ideas to benefit you. Unit 11, learning about what a showreel is and how to create an engaging showreel presenting my work along with an portfolio to present work that I done for example, this film I will be producing and work from the previous units as well as videos I done in my spare time. All useful in producing the outcome for this unit and retrieve the best information that is relevant to what I am doing. I knew about research methods gained from the previous units 1 to 8, using my analytical skills learnt from unit 2 and the other units I have currently done. I feel that I have heighten some of the skills I have learnt from unit 1 to 8. For example, learning more about the software I am using, adapting to certain situation that have previously experienced, working with others, talking to people, harvard referencing, distributing work etc. Throughout this unit, I will definitely be using all the information I have gained throughout the 2 years (from unit 1 -12) and I think that I have come a long way from when I first started in September 2014.

Section 2

Project concept:
(approx 200 words) This section provides an opportunity for you to clearly explain the concept and aims of your project, production or performance, the research and ideas that will support its development, what you anticipate producing, the levels and types of resources that you will need and an indication of the form in which you will complete and present your final realisation within the allocated timescale. This might include an indication of when and how you will use studios, equipment and other resources, how you will make use of tutorial and peer feedback and where you will incorporate independent study

The principle concept is to produce a film that demonstrates "Infatuation and Revenge".

The aim is to use all the skills, knowledge and understanding of film production obtained from

the previous units to produce and share the film.

The research supported the development of this film are as followed:

Brainstorm and choose a theme to do my project on, Using primary research such as

interviews, coming up with questions related to my theme to ask people, receiving feedback

from peers and making a conclusion on them. Using secondary research to develop my

understanding of the themes and come up with good ideas. Researching different aspects, for

example, the definition of my themes, films, literature, music, quotes etc. Coming up with an

idea to develop, receiving feedback on ideas to decide which one to pick. Creating

pre-production pages such as casting that show my research on casting and how I chose

actors, a script page presenting my progression, a locations page display where I am going to

film , costume and props that I will be using in my film etc.A production schedule showing a

brief day to day activity of filming and the safety precautions I took before filming.

The format of my film will be 1080p, the editing and sound process will be included, showing

what I have done along with experiments that I will do. Finally, a reflective diary to record

everything that mentioned above and an evaluation of the whole entire unit (unit 13).

Section 3

Evaluation: (approx 150 words) This section provides an opportunity for you to explain how you will reflect on and evaluate your work, as both an ongoing activity and at the conclusion of your project. You should describe how you intend to record your decision-making and how you will document changes to your ideas as your work progresses. The evaluation should be referenced to your stated aims and be reflective and analytical rather than a description of actions completed. When working in collaboration with others you should comment on how this may impact either positively or negatively and steps you can take to minimise disruption in your own progress.

Each factor of this project, finish start to finish such as decision making, changes to my work,

progression, thought process, on-going activity will be reflected on using a diary.

Also, concluding feedback that I have received on my work such as ideas, experiments, target

audience, distribution and other features I decide I want feedback on directly on the page

I will distribute my final outcome and then conclude and evaluate it along with the feedback given.

I will be doing an evaluation based on elements done throughout the whole unit, including:

All of the positive aspects of the unit such as research, preproduction, various ideas, feedback,

production. All of the negatives aspects of the unit, for example, filming, unreliable support,

unpredictable situations.

What I learnt, improved on and how this new information will help in the future.

Short conclusion of the evaluation is about.

Bibliography (Harvard Format):
This section provides an opportunity to record the initial research sources, both primary and secondary, that you intend to use. Your sources of research should be as wide as possible and could include libraries, galleries, books, magazines, films, computer games, websites, blogs, social media, radio programmes, archive material etc. Where appropriate, you should use the Harvard system of referencing. The bibliography should be continuously updated as the project progresses

X 6 (minimum)

Definition of infatuation in English:. (n.d.). Retrieved March, 2016, from
http://www.oxforddictionaries.com/definition/english/infatuation

Infatuation. (n.d.). Retrieved March, 2016, from
http://www.urbandictionary.com/define.php?term=infatuation

Definitions for revengerɪ ˈvɛndʒ. (n.d.). Retrieved March, 2016,
fromhttp://www.definitions.net/definition/revenge

Revenge. (n.d.). Retrieved March, 2016, fromhttp://www.learnersdictionary.com/definition/revenge

Facebook logo. (n.d.). Retrieved May, 2016, from https://www.facebook.com/

https://www.lightsfilmschool.com/blog/how-to-write-a-casting-call/481/

http://www.studentfilmer.com/interviews/6-tips-to-improve-casting-in-your-short-film/

Project action plan and timetable:		

This section provides you with an opportunity to outline your planning and organisation over a period of weeks and the activities you will need to carry out in order to successfully complete your project in the agreed timeframe. The more time and thought you give to planning your project the more successful it is likely to be. It is important that you consider how you will balance ambition, time and realism in the realisation of the project. You should also include what you are going to do, how you will do it and by when. Remember to include time taken to source materials/ resources, to conduct research, to seek feedback from tutors and peers and identify when you will carry out independent study.

Week no	Tasks	Notes
Week 1:	Start and finish the proposal. Generate themes, receive feedback and chose a theme to develop. Start and finish the theme essay.	
Week 2:	Finish the theme essay. Start research on infatuation researching the definition. Start research on revenge, researching the definition.	

	Find articles linked the infatuation theme.	
	Come up with a few questions based on infatuation and revenge to ask different individuals.	
	Interview some people to get feedback.	
	Find articles linked to the theme revenge.	
Week 3:	Look up,watch and writing about infatuation in film.	
	Look up and write about plays based on infatuation.	
Week 4:	Look up poetry on infatuation and write about the poetry and how it relates to the theme.	
	Look up and write about some quotes that are linked to the theme infatuation.	
	Research music based on infatuation.	
Week 5:	Look up and write about films on revenge.	
	Look up and write about biblical stories based on revenge.	
	Research quotes based on revenge.	
	Revenge for love.	
	Write about how the research I find is useful.	
Week 6:	Write about music based on revenge.	
	Come up with a few ideas based off of the theme.	
	Receive feedback from peers on ideas and chose one.	
	Fix any errors that you come across on the blog.	
Week 7:	Expand my chosen idea.	
	Start writing the script.	
	Receive feedback on the script.	
Week 8:	Finish the script.	
	Start pre-production pages.	
	Using the script, write each of the character's biography.	
	Do some casting research.	
	List props, where I am getting them from and how I am going to use them.	

	Retrieve the props I need for the film.	
Week 9:	Write about how I chose my actors. Create an auditions page and write about the actors I have chosen. Contact the actors. Do some location scouting and write about how it. Do some experiments.	
Week 10:	Start filming. Start filling out the production schedule. Finish filming. Finish production schedule. Create a distribution page and write about how to distribute my own film. Start writing diary. Update proposal if needed.	
Week 11:	Start post production (editing). Do a rough edit of the film. Write about distribution. Record actors voiceover for the film. Separate sound done using the zoom recorder. Write about target audience. Start evaluation.	
Week 12:	Find free music to use. Finish editing. Distribute my film using distribution techniques. Finish diary. Finish evaluation. Look over blog, fixing any mistakes.	

Level: 3 Credit value: 36

Unit Aim: To provide an opportunity for students to engage in an extended activity related to their discipline of choice. The unit will enable students to take responsibility for their learning by responding positively to the greater opportunities for individual expression and creativity afforded, and to demonstrate their achievement through proposing and realising a project which integrates the skills, knowledge and understanding acquired throughout the course.

Learning Outcomes The candidate will:	Assessment Criteria The candidate can:	Pass, Merit & Distinction Grade Criteria
Context 1. Be able to initiate and develop a creative media production project proposal.	1.1 Use critical and contextual perspectives to initiate a creative media production project proposal. 1.2 Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal.	**Pass** Use critical and contextual perspectives to initiate a creative media production project proposal. Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal. Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose. **Merit** Use critical and contextual perspectives to initiate a creative media production project proposal to a high standard. Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal to a high standard. Good understanding and knowledge of subject context used to make sound judgments, articulate ambitions and clarify purpose **Distinction** Use critical and contextual perspectives to initiate a creative media production project proposal to a very high standard. Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal to a very high standard. Comprehensive understanding and knowledge of subject context used to communicate complex concepts, articulate ambitions and clarify purpose.

Research	2.1 Use research to support the development of a creative media production project. 2.2 Use analytical and evaluative skills to develop creative solutions to realise a media production project.	**Pass** Use research to support the development of a creative media production project. Use analytical and evaluative skills to develop creative solutions to realise a media production project. Sufficient relevant information has been gathered, documented and used in the development of ideas.
2. Be able to use research, analysis and evaluation to develop solutions for a creative media production project.		**Merit** Use research to support the development of a creative media production project to a high standard. Use analytical and evaluative skills to develop creative solutions to realise a media production project to a high standard. Thorough and sustained research and investigation of relevant sources, interpretation and synthesis of information used to inform, support and develop ideas.
		Distinction Use research to support the development of a creative media production project to a very high standard. Use analytical and evaluative skills to develop creative solutions to realise a media production project to a very high standard. Independently identified, thorough and sustained research and investigation of a range of relevant sources, insightful interpretation and synthesis of information used to inform, support and develop ideas.
Problem solving 3. Be able to solve practical, theoretical and technical problems in a creative media production project	3.1 Solve practical and technical problems within a creative media production project. 3.2 Solve theoretical problems within a creative media production project.	**Pass** Solve practical and technical problems within a creative media production project. Solve theoretical problems within a creative media production project. Sufficient exploration of alternative ideas using established approaches to resolve practical and theoretical problems.

		Merit Solve practical and technical problems within a creative media production project to a high standard. Solve theoretical problems within a creative media production project to a high standard. Decisive demonstration of initiative in effectively solving problems, adapting to unforeseen practical and theoretical challenges to achieve identified goals. **Distinction** Solve practical and technical problems within a creative media production project to a very high standard. Solve theoretical problems within a creative media production project to a very high standard. Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals.
Planning and Production 4. Be able to plan, organise and produce a creative media production project.	4.1 Demonstrate the ability to plan, organise and produce a creative media production project within an agreed timeframe.	**Pass** Demonstrate the ability to plan, organise and produce a creative media production project within an agreed timeframe. Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks. **Merit** Demonstrate the ability to plan, organise and produce a creative media production project within an agreed timeframe to a high standard. Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales. **Distinction** Demonstrate the ability to plan, organise and produce a creative

		media production project within an agreed timeframe to a very high standard.
		Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales.
Practical Skills 5. Be able to use practical methods and skills in a creative media production project.	5.1 Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project.	**Pass** Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project. Limited range of processes demonstrated, judgement and execution of techniques is poor. **Merit** Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project to a high standard. Consistent and appropriate processes, skills and knowledge applied to extend enquiry and develop creative solutions. **Distinction** Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project to a very high standard. In depth understanding and aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions.
Evaluations & Reflection 6. Be able to use evaluative and reflective skills in the production of a creative media project.	6.1 Maintain evaluative and reflective records of the development and production of a creative media project. 6.2 Use evaluative and reflective skills to make decisions for a creative media production project.	**Pass** Maintain evaluative and reflective records of the development and production of a creative media project. Use evaluative and reflective skills to make decisions for a creative media production project.

		Clearly communicated evidence of valid evaluation and realistic analysis independently used to inform and develop ideas.
		Merit
		Maintain evaluative and reflective records of the development and production of a creative media project to a high standard. Use evaluative and reflective skills to make decisions for a creative media production project to a high standard.
		Effective communication of analysis and interpretation, independent synthesis of information and application of reasoned decision making to inform development of ideas.
		Distinction Maintain evaluative and reflective records of the development and production of a creative media project to a very high standard. Use evaluative and reflective skills to make decisions for a creative media production project to a very high standard.
		Accomplished and professional communication of perceptive analysis and interpretation, demonstrating clarity and sophistication in thinking and maturity in decision making to progress ideas.
Presentation and exhibition 7. Be able to present a creative media production project.	7.1 Explore strategies to present a creative media production project. 7.2 Present a creative media production project to a specified audience.	**Pass** Explore strategies to present a creative media production project. Present a creative media production project to a specified audience. Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience. **Merit** Explore strategies to present a creative media production project to a high standard. Present a creative media production project to a

		specified audience to a high standard.
		Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards.
		Distinction Explore strategies to present a creative media production project to a very high standard. Present a creative media production project to a specified audience to a very high standard.
		Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience.