

"To make a great film you need three things – the script, the script and the script."

Alfred Hitchcock, the Master of Suspense.

Higher Media

Creation and Production

Unit Assessment Evidence

Original Evidence Handbook Created and Shared by D Pickavance, Dunblane High School

Teacher:		
Group Members:		
Group Production Name:		
Name of Film:		
Deadlines ; Pre-Production		
Production		
Post-Production:		
Written Evaluation:		
Attached Appendix: Additional	Focus Group Questions/Questionnaires/Responses Self-Assessment Checklist	

Name:

Contents - Section 1: Evidence of Pre-Production and Planning (1.1 + 1.4)

Completed Full Film Storyboards

You must have evidence that you have carefully planned your content by carrying out appropriate research and making decisions based on this. You will follow four steps:

Copies of Draft and Final Draft Screenplay/Scripts

- 1. **Negotiate the brief** (theme/topic, genre, audience and purpose)
- 2. Generate ideas (develop at least two of your ideas in detail)

Evidence

- 3. Carry out research (audience, institutional contexts and contents)
- **4. Finalise plans and explain your planning** (audience, institutional contexts and contents; decisions made following research; planned content and use of technical/cultural codes)

Section 2: Evidence of Production, Development and Post-Production (1.2 + 1.4)

You must have evidence that you can apply sustained production skills appropriate to the media content and context. Your assessor will look for evidence of this in your finished media content, and in the written evidence and explanation of a minimum of **two** production skills. You will follow one step:

Make your planned media content (apply and develop at least two technical or non-technical production skills)

Section 3: Evaluation of the Production Process (1.3 + 1.4)

You must have evidence that you have carefully evaluated and reflected upon the overall effectiveness of your individual performance during the production process. **Four points** with detailed reasons should be given. You will follow one step:

1. Evaluate the production process by making at least four points about how effectively you carried out your planning/production tasks, and giving detailed reasons for each point that you make (1500 word min.) and complete the self-assessment checklists

Section 1: Evidence of Pre-Production and Planning (1.1 + 1.4)

Pre-Production - Planning notes Analysis of the brief you have negotiated:

Personal Research

You should conduct research into the following areas:

- Audience
- Institutions
- Content

Audience Research Notes

•	You should also research audience characteristics, needs, wants, preferences, targeting and anything else appropriate

• You should conduct focus groups, surveys, questionnaires and interviews.

Institutions Research Notes

- You should research the internal factors such as resources, equipment, time, rules and regulations, and so on...
- You are required to research the external factors such as legal/voluntary controls, copyright, laws and codes of practice, and so on...
 You need to research roles and responsibilities of personnel and any other

relevant factors.

Content Research Notes

 You should research similar content to the film you plan to make, including its characteristics, what is good or bad about it, and the techniques used You need to refer to the key aspects of categories, language, narrative and/or representation in relation to your content

out in detail how you would include or present them in your media content. Be prepared to feedback your research to the rest of your group.		
•		
echnology - Hardware Required		

Making reference to your research, develop $\underline{\text{at least}}$ two of your ideas by working

Software Required
<u>Categories</u>
Medium (notes upon possible selections and final agreed group medium)
Genre(s) (notes upon possible selections and final agreed group genre(s))
Length (notes upon possible durations and final agreed group aim)
Purpose(s) (notes upon possible selections and final group purpose(s))
Tone(s) (notes upon possible selections and final agreed group tone(s))

Style (notes upon possible selections and final agreed	l group style)
Audience:	
Target audience(s) notes:	
Mode of address notes:	
Preferred/differential readings notes:	

<u>Language</u>
Cultural codes to fit with ideologies/stereotypes notes:
Technical codes to fit with style/tone notes:
<u>Narrative</u>
Codes notes:

Conventions notes:	
Structure notes:	
Representations	
deologies notes:	

Stereotypes notes:
Institutions – Notes upon Internal constraints in terms of:
Budget
personnel and training
availability of equipment and space

ethos, values	
• any others?	
Notes and a Fateural constraints in terms of	
Notes upon External constraints in terms of:	
copyright/libel/legal issues	

•	nealth and safety
• 1	veather patterns
• ;	any others?

Section 2: Evidence of Production and Development (1.2 + 1.4)

Production

<u>Description of Individual Roles and Responsibilities</u> – you must describe two production (technical or non-technical) skills you have used and developed individually
1.
2.
<u> </u>

Iming and r	notes of chan easons why (I	ink to insti	tutions and	any other re	elevant key as	spect)

<u>Additional Production Notes</u> (use the space provided to make brief notes on <u>five</u> of the suggested bullet points below)

- Personal organisation skills.
- Co-operation and teamwork (negotiating working methods and rules).
- Communicating ideas and information.
- Technological skills carried out with evaluation of quality/expertise.
- Non-technological skills carried out with evaluation of quality/expertise.
- Effectiveness or ineffectiveness of schedule.
- Problems and solutions (external and internal constraints).
- Application and use technical terms the key aspects of media.
- Analyse the use of camera shots and editing in the production.
- Analyse the use of mise-en-scene (lighting, costume, setting etc.) in the production.

•	Analyse the use of sound (diegetic and non-diegetic) in the production.

1.3 - Evaluation of the production process

Post-Production (editing) – explain what change(s) or deviation(s) from the origonal script did you make to the film during the editing process and justify why these decisions were made in connection with institutions or any other key aspect e. narrative structure, representations etc.	9
What were your main strengths and weaknesses during the planning and maki process?	ng

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Overall Evaluation

Evaluate the production process by making <u>four separate points</u> about how effectively you carried out your planning/production tasks, and by giving <u>detailed</u> **reasons** for each point that you make.

The submitted response should be structured as an extended essay. It should contain the following:

- 1. **a short and concise introduction** (mention the background details of the task/brief, introduce your production group name etc., provide brief details regarding the medium, form, genre, purpose and target audience)
- 2. **the main body** (four paragraphs focusing on how effectively, strengths/weaknesses, you carried out your planning/production tasks, with detailed reasons and supporting evidence/references to the final content)
- 3. **a short and concise conclusion** (state you are concluding e.g. In conclusion or to conclude, comment on your overall success as a group and you as an individual and finally provide a personal comment on the overall success of the final content in relation to achieving the initial brief and it's purpose)

In your evaluation you should make points about strengths and/or weaknesses and could make reference to any of the following **as one of your four points**:

- plans
- research
- working with others
- · using technology
- particular tasks
- · your performance as a whole
- your finished content
- anything else appropriate

The detailed reasons you give could relate to any of the following:

- your brief, creative intentions or institutional context
- professional practice or industry standards (institutions)
- comparison with other content
- the use or influence of key aspects (categories, language, narrative, representation, audience)
- · anything else appropriate

Use the remaining space in this booklet to make detailed notes for this. These notes will help you with the construction of the main body of the written evaluation.

1.	
2.	

3.	
4.	

Use these notes to help structure your **extended evaluation essay** – this should be word processed, or neatly handwritten, where possible **(min. 1500 words)**

Finally, remember to fill in the self-evaluation grids at the end of this booklet.

Appendix - Self Assessment Checklist - Practical Activities

	Pre-Produ	Planning)	
Activity	Involvement		Teacher Notes Upon Actual Contribution and Evidence
		Tick	
Analyse Brief – group discussion	Very involved		
	Involved		
	Little involvement		
Give ideas	Lots		
	Some		
	A few		
Research	Very effective/useful		
	Effective/useful		
	Not very effective/useful		
Contribute to Production	Very effective		
Schedule	Effective		
	Not effective		
Use technical terms	Very good		
	Good		

Needs		
improvement		

Production				
Activity	Involvement		Teacher Notes Upon Actual Contribution and Evidence	
		Tick		
	Very good			
Personal organisation	Good			
	Needs improvement			
	Very well			
Negotiate roles and responsibilities	Well			
responsibilities	Needs improvement			
	Very well			
Communicate ideas/ information	Well			
mormanon	Needs improvement			
	Very good			
Technical skills	Good			
	Fair			
	Very good			
Non-technical skills	Good			
	Fair			
	Very good			

Use of technical terms	Good	
	Needs improvement	

Post-Production						
Activity	Involvement		Teacher Notes Upon Actual Contribution and Evidence			
		Tick				
	Very effective					
Composing/editing final version	Effective					
	Needs improving					
	Very effective					
Organisation of evidence for written	Effective					
evaluation	Needs improving					
Description of strengths and weaknesses pre-production and production process	Very effective					
	Effective					
	Needs Improving					
Description of strengths and weaknesses of final film	Very effective					
	Effective					
	Needs Improving					
	Very effective					
Description of areas for future	Effective					

improvements	Needs Improving	