

Unit 23: Creating video (LEVEL 2)

Learning outcomes

By completing this unit candidates will develop a knowledge and understanding of how to design, produce and test a short video clip which is fit for purpose.

Candidates will be able to:

- review several existing video clips
- design a video clip
- create a video clip
- test the video clip.

It is anticipated that a candidate will require 30 guided learning hours to complete this unit.

Assessment objectives	Knowledge, understanding and skills
1 Review several existing video clips	<p>At least two different video clips must be reviewed eg:</p> <ul style="list-style-type: none">• TV advert• movie trailer• music video• promotional video• online media clips <p>For each video clip reviewed, candidates should:</p> <ul style="list-style-type: none">• identify the good and not so good features• identify the aim of the video clip• comment on how the aims are met• if the aims are not met why not?• suggest possible improvements
2 Design a video clip	<p>Produce design documentation eg:</p> <ul style="list-style-type: none">• describe the aim of the video clip• describe the audience of the video clip• software to be used• storyboard showing eg:<ul style="list-style-type: none">○ content of the video clip○ timeline○ text (titles and credits)○ images/animations○ sound○ video○ transitions○ special effects
3 Create a video clip	<p>Video clip must be at least 45 seconds in length</p> <p>Video editing techniques eg:</p> <ul style="list-style-type: none">• importing components (images, animations, video, sound)• editing clips• splitting and trimming clips• transitions and effects

(continued)

Assessment objectives	Knowledge, understanding and skills
3 Cont. Create a video clip	<ul style="list-style-type: none"> • adding titles • adding a soundtrack • adding narration Exporting in a suitable file format
4 Test the video clip	Test plan to include eg: <ul style="list-style-type: none"> • suitable content • whether correct message conveyed • suitable time allocation for each component • runs for the correct length of time • suitable effects/transitions • suitable file format Make improvements based on testing outcomes

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Candidates should be encouraged to present their work in formats that would be acceptable in business.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

Candidates will not be penalised for their choice of software but must ensure they are making full use of the tools/features available to them in the particular software they decide to use. Candidates could use eg Microsoft MovieMaker, Apple iMovie, Adobe Premiere, Serif MoviePlus, Pinnacle Studio, other.

Candidates should be advised that the video clip created must be **of at least 45 seconds** in length; it is good practice that consideration is given to the file size of the video clip.

For Assessment Objective 1 centres may provide candidates with video clips for reviewing. At least two different types of video clip must be reviewed.

For Assessment Objective 2 candidates must produce documentation for their video clip. At this stage a choice must be made between software that will define the tools/features that can be used. The storyboard will need to be detailed enough to provide information of the key points in the video clip. Candidates are not required to create every element themselves they may source these from elsewhere and import them into their chosen software package.

For Assessment Objective 3 a video clip of at least 45 seconds in length is required. The video clip should use a range of video editing techniques. The video clip should be created to ensure it is fit for purpose. The video clip must be exported to a suitable file format.

For Assessment Objective 4 candidates must produce a test plan for their video clip. They should carry out these tests and evidence this through a completed test plan or via a checklist. Screen shots are not required as evidence for carrying out these tests. Based on the outcomes of these tests suggestions for improvements must be made. Higher level candidates will need to act on some of these findings.

Signposting to Key Skills

- ✓ The unit contains opportunities for developing the Key Skill, and possibly for generating portfolio evidence, if teaching and learning is focused on that aim.

Key Skill reference		Key Skill reference		Key Skill reference	
C2.1a	✓	ICT2.1	✓	N2.1	
C2.1b	✓	ICT2.2	✓	N2.2	
C2.2	✓	ICT2.3	✓	N2.3	
C2.3	✓				

Mapping to National Occupational Standards

National Occupational Standards	Reference ID	Title
IT Users (e-skills UK)	SBS2 SBS3	Specialist or bespoke software Level 2 Specialist or bespoke software Level 3

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources. Some suggested resources are intended for Tutor use. The resources in this section were correct at the time of production.

Books

- Underdahl, B (2003) *Create your own DVD's*
Osbourne McGraw Hill Publishing
- Bounds, J *Windows Movie Maker: Hero to Zero 2*
APress (US Publisher)

Journals/magazines

Magazine: Digital Video Made Easy

Newspapers

Davitt, J. (2002) 'New to the Curriculum'. The Guardian 19 Nov

Films, videos and broadcasts

<http://www.atomiclearning.co.uk/moviemaker2>

CD-Roms and computer software

Windows Movie Maker

Apple iMovie

Adobe Premiere

Pinnacle Studio

Serif MoviePlus 4.0

Websites

<http://www.atomiclearning.co.uk/moviemaker2>

A site that lets you create, edit and share your movies on your PC

<http://www.adobe.co.uk/products/tips/premiere.html>

Grading

Assessment Objective	Pass	Merit	Distinction
AO1 Review several existing video clips	Candidates list the good and not so good features of at least two different video clips.	Candidates identify the aim of the video clip. Candidates give a detailed explanation of the good and not so good features of at least two different video clips and suggest possible improvements.	Candidates identify the aim of the video clip. Candidates give a thorough explanation of the good and not so good features of at least two video clips, and suggest a range of valid improvements to help the video clip meet its aims.
AO2 Design a video clip	Candidates describe the aim of the video clip. A simple storyboard covering the main elements is provided. The design may lack structure.	Candidates describe the aim and audience of the video clip. A storyboard covering the main elements is provided. The design has a clear structure.	Candidates are thorough in their description of aim and audience for the video clip. A storyboard covering all elements is provided. The design is well structured.
AO3 Create a video clip	The video clip must be at least 45 seconds in length. The video clip makes some use of: importing components, editing clips, transitions and a soundtrack. Some elements may not work as intended. The video clip will be exported in a suitable file format.	The video clip must be at least 45 seconds in length. The video clip must be appropriate. The video clip makes good use of: importing components, editing clips, transitions and effects, titles and a soundtrack. Most elements work as intended. The video clip will be exported in a suitable file format.	The video clip must be at least 45 seconds in length. The video clip must be appropriate and meets the identified aims. The video clip makes good use of: importing components, editing clips, splitting/trimming clips, transitions and effects, titles and a soundtrack/narration. All elements work as intended. The video clip will be exported in a suitable file format.

Assessment Objective	Pass	Merit	Distinction
AO4 Test the video clip	Candidates will test their video clip using a test table containing at least four tests, some are appropriate. They will identify areas for improvement.	Candidates will test their video clip using a test table containing at least five tests covering the main areas of their video clip, most of which are appropriate. They will identify areas for improvement and action one of them.	Candidates will test their video clip using a test table containing at least six tests. The tests will cover all main areas of their video clip and will all be appropriate. They will identify areas for improvement and action most of them.