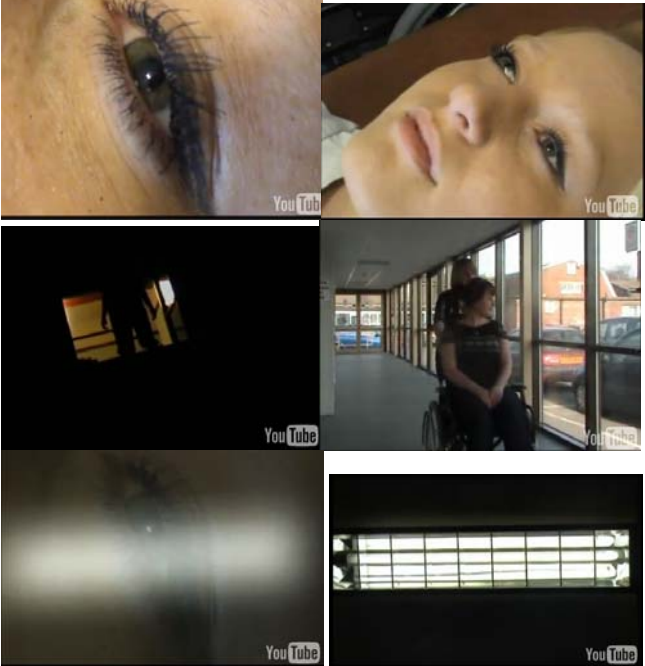


Advanced Portfolio Exemplar 1

Set brief 2 – Main task: Teaser trailer; ancillary tasks: poster for the film and a film magazine front cover, featuring the film.

This submission demonstrates how well the electronic presentation of the artefacts, research, planning and evaluation can work. All the candidate's work is on the blog (<http://enorfmcmanusb.blogspot.com/>), including the artefacts, which are clearly labelled and tagged for ease of navigation. Earlier drafts are included and clearly labelled. Both moving image and print skills have clearly been taught and it is evident from the blog that an appropriate amount of time has been allocated to a unit worth 50% of the A2 marks. The centre's coversheet assessment comments were detailed and focused and greatly aided moderation. The marking of the main construction was harsh by the Centre but this was balanced by the generosity of the marking of the Evaluation and their slightly high Planning marks. The two ancillaries were accurately marked. The Centre mark was 82; overall the moderated mark would be 81

<p>Main task - teaser trailer</p>	<p>Low Level 4 –34/40</p> <p>The work shows Excellence in the creative use of many (if not most) of the technical skills set out on p 75 of Specification Centre has been harsh in awarding a high level 3 (30/40). Their coversheet says:</p> <p>A good product which we think falls mainly in the proficient level, albeit with some elements which edge towards excellent. The opening is very effective and uses interesting shot distances, angles and POV shooting. It works well with the mysterious soundtrack. The montage "vision" sequence is good and demonstrates editing control. Some lack of variation in shot distance during the latter stages weakens the product a bit. Lots of work has gone into mise-en-scene. This candidate was a strong group member, even to the point of enlisting (with parental consent) his younger brother and applying latex and fake blood make-up effects on him.</p>
<p>Camera</p> <p>Uses a fair range of well-framed shot distances and angles (included canted angles as needed). Camera only unsteady where needed for narrative purposes. This is controlled and effective.</p> <p>Uses pulled focus effect on light to show subject gaining consciousness</p>	

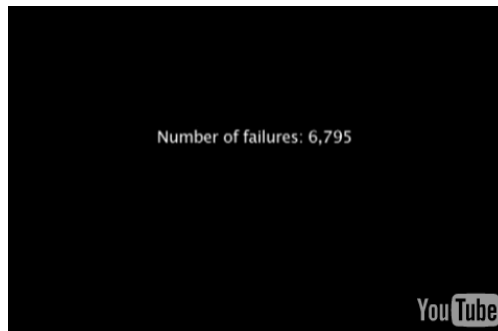
Editing

Pace increases throughout to build up tension/excitement; appropriate non-linear approach to narrative but sets up genre and enigma . Effective use of dissolves and superimposition only when needed. Also uses cuts to create pace.

Uses intertitles appropriately (especially as this trailer also uses voice over and dialogue from film)

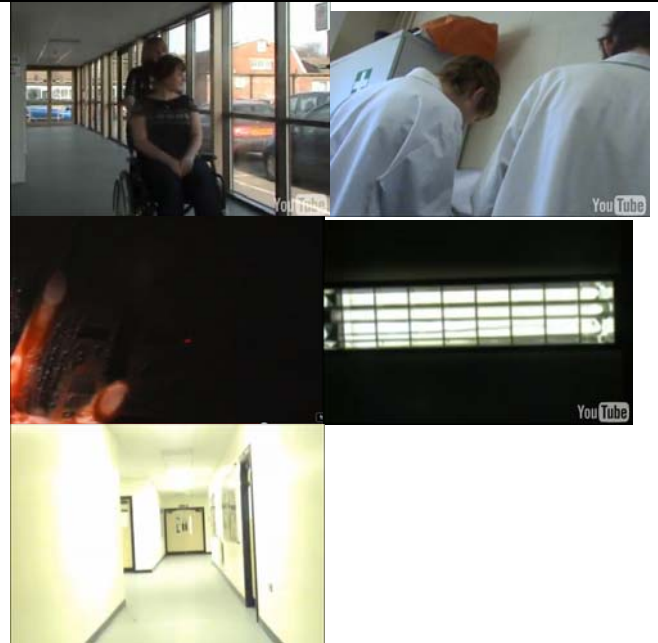
Effective and controlled use of visual effects

Thoughtful choice of title font

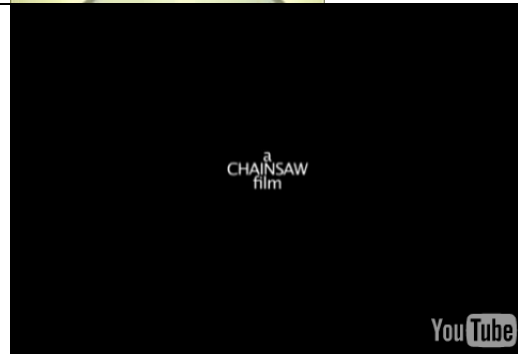


Mise en scene

Careful selection of/construction of mise en scène, including setting, props, costume, makeup, lighting and figure/performance



Uses Institutional conventions eg production company details – but lacks some expected details at the end

**Sound**

Multilayered soundtrack. Effective use of well-recorded voiceover and sound effects. Musical soundtrack creates mood and controls the changes of mood and pace throughout.

**Ancillary task 1 -
film poster**

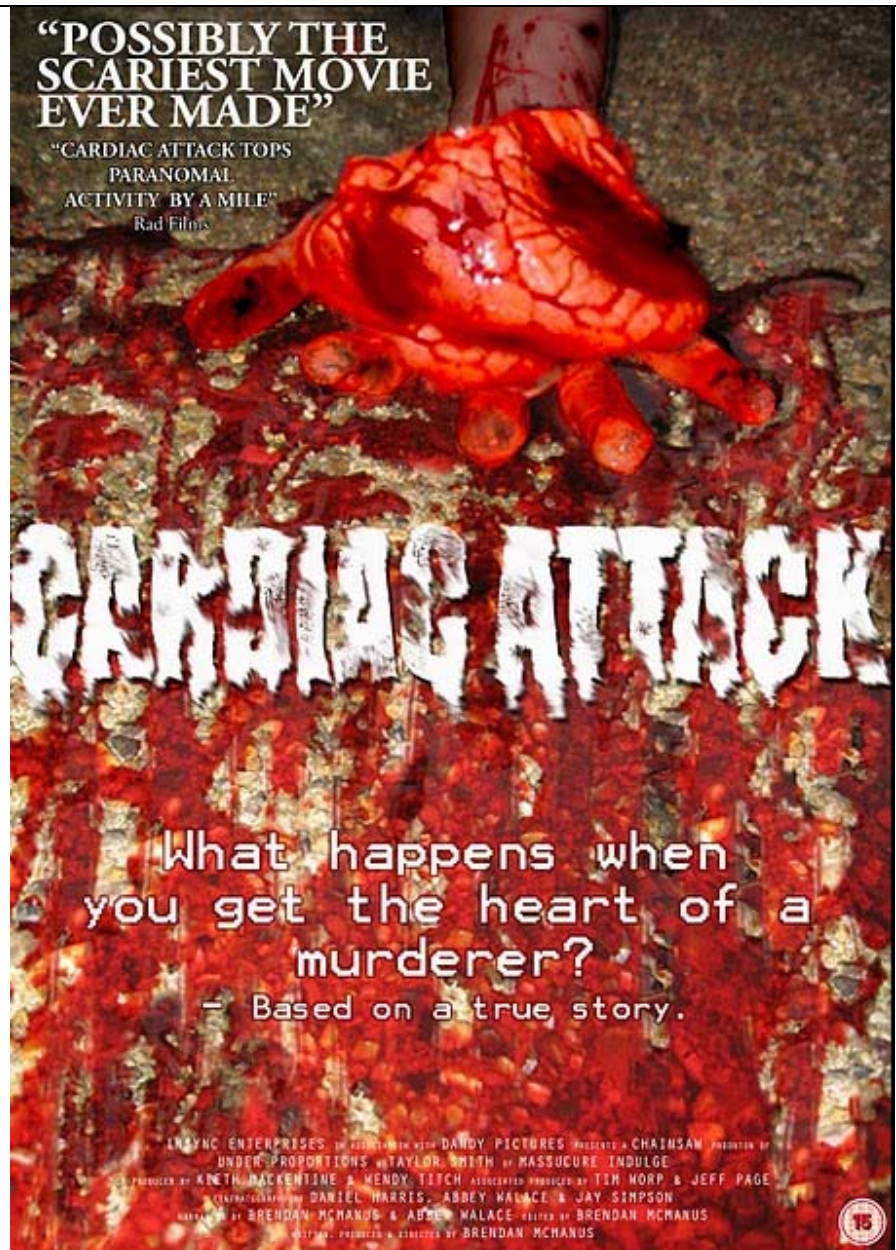
Centre awards low level 3 appropriately (7/10). As they say:
Poster. Proficient use of conventions, fonts. Overall balance between layers does not quite work so some text is hard to read. Enthusiastic construction of mise-en-scene (including a trip to the butchers!) and energetic Photoshop work, but does not all come off as a main marketing image.

Follows conventions but the layout is cramped and the range of typography is not always appropriate. Some text is difficult to read especially as it has been superimposed on a 'busy' image.

Care has been taken in terms of mise en scene

The institutional details are in place including tagline, credit block and critical quotation.

The poster does tie in with the film



Ancillary task 2 - film magazine front cover featuring the same film

Again the Centre is accurate in awarding a low level 3 (7/10). As they note:
Magazine Cover. Similar level - conventions deployed relatively accurately and appropriately, proficient skill in manipulating images, creating graphics such as the "film strip", and use of layers, but the choice of main cover image does not quite work, as in Task 1. Nevertheless everything is proficient and use of fonts and colours provides a reasonably coherent house style for the cover.

Follows conventions and shows some originality in designing a new magazine

Employs a range of fonts; has some consistency use of fonts in the straplines

Uses the space well, largely integrating text and image

Original images

But...
The central image is out of focus and secondary image is awkwardly cut out

It needs more care in proofreading and the strip at bottom is missing some text



Planning

The blog evidences a good level of detail and engagement in both the research and planning stages for *all three* artefacts. Research and planning is largely excellent; use of ICT in presenting the work is mainly proficient, although their body text is very small!

Analysed teaser trailers for the same genre, investigating stylistic detail such as camerawork and issues of representation

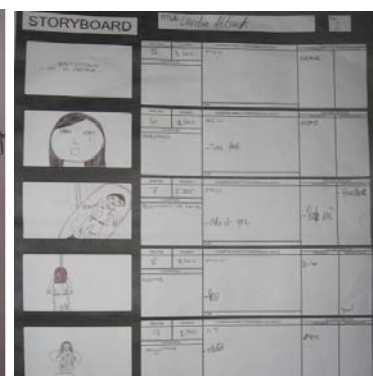
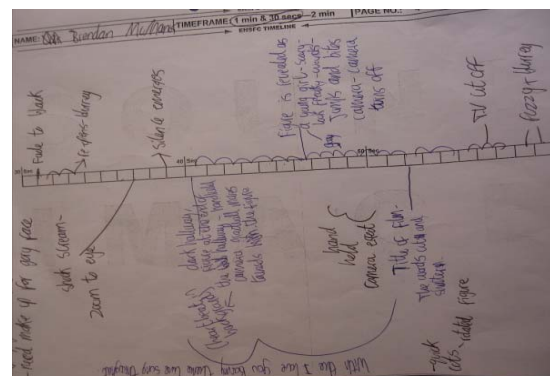
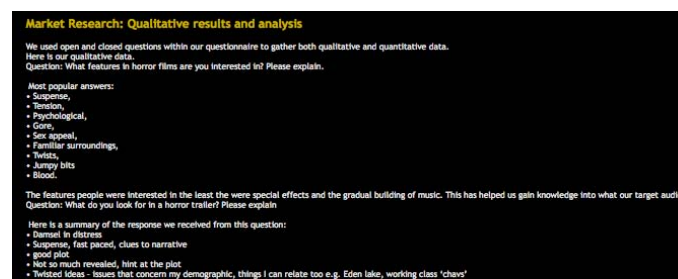
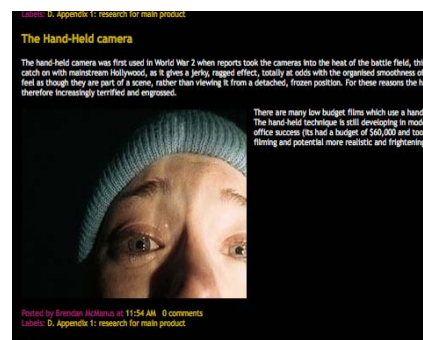
Undertook audience research

Produced a timeline and storyboard

Also presented a rough cut of the trailer allowing for improvements before submission

Mid level 4 – 17/20. The centre was slightly generous in its marking of this element, awarding the candidate a high level 4 (19/20), saying:

Strong and enthusiastic research and planning, and the blog demonstrates the trail of his research, which often leads to insightful discoveries for the candidate, such as when he follows up on use of hand-held camerawork. Lots of engagement with real texts and institutional practices, good evidence of pre-production planning, including mood boards, storyboarding etc. Audience research could be developed a little further, but overall his enthusiasm and thoroughness make his high mark well-deserved.



Evaluation

High level 3 – 16/20. The Centre awards a high level 4 (19/20) which is far too generous:

Very strong answers and presentation of them utilising full potential of medium, including audio commentaries on texts and on process of construction. Discussion of audience feedback is slightly weaker than other answers, but we felt that overall his effort and demonstration of his understanding of both textual and institutional issues was outstanding

Uses a variety of approaches to answer the four set questions, embedded video commentaries, comparative images and analysis Uses ICT fairly proficiently but the font size is rather small, the layout slightly untidy)

Questions are clearly labelled and tagged for ease of navigation but are slightly less developed than the initial impact suggests.

Audience feedback question could have linked to the entry on the blog showing the questions and graphs, for example.

The clip art doesn't add much value and the use of screen shots in the technology question was somewhat descriptive.

