

Unit 23: Creating video

Candidate Name: Candidate AA

Assessment Objective	Pass	Merit	Distinction
Guidance for AO1	For Assessment Objective 1 centres may provide candidates with video clips for reviewing. At least two different types of video clip must be reviewed.		
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.
AO1 NOTES <i>DISTN</i>	The candidate has produced two thorough reviews – one of a movie trailer and one of an advertisement. The aim of each clip is well described, as are the good and not so good features, with thoughtful explanations. It is regrettable that only two possible improvements are suggested for each clip, one of which (improve the quality of the first video) is somewhat vague. However, the quality of the explanations, together with the fact that the improvements (with the exception of the one mentioned above) are valid and well explained, makes a DISTINCTION the best fit grade for this Assessment objective.		
Guidance for AO2	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.		
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.
AO2 NOTES <i>DISTN</i>	The aims and audience for the candidate's video are well explained. The storyboard shows key scenes, together with timings, descriptions and additional effects. It is appropriate and well structured. DISTINCTION can be awarded.		

Assessment Objective	Pass	Merit	Distinction
Guidance for AO3	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.		
AO3 Create a video clip	<p>The video clip must be at least 45 seconds in length.</p> <p>The video clip makes some use of: importing components, editing clips, transitions and a soundtrack.</p> <p>Some elements may not work as intended.</p> <p>The video clip will be exported in a suitable file format.</p>	<p>The video clip must be at least 45 seconds in length.</p> <p>The video clip must be appropriate.</p> <p>The video clip makes good use of: importing components, editing clips, transitions and effects, titles and a soundtrack.</p> <p>Most elements work as intended.</p> <p>The video clip will be exported in a suitable file format.</p>	<p>The video clip must be at least 45 seconds in length.</p> <p>The video clip must be appropriate and meets the identified aims.</p> <p>The video clip makes good use of: importing components, editing clips, splitting/trimming clips, transitions and effects, titles and a soundtrack/narration.</p> <p>All elements work as intended.</p> <p>The video clip will be exported in a suitable file format.</p>
AO3 NOTES	<p>The majority of evidence for this Assessment Objective is provided by the electronic file. However, the inclusion of a table describing the sources and effects used on each scene make assessing this file much more straightforward and is excellent practice.</p> <p>The video clearly makes very good use of importing components, editing clips by trimming and adding transitions. A range of effects has been used, but in his eagerness to show as many effects as possible the candidate has lowered the quality of some clips by changing speed. Centres should advise candidates that they can show evidence of experimenting with effects, even if they later decide to remove them. Apart from this one error, the video clip works well, matching the original plan reasonably well, and has been exported in a suitable format that can be used with standard video player software.</p> <p>The slowing down of some of the component clips makes assessment of this AO very difficult. Had the clips been left at an appropriate speed the final clip would still have been over 45 seconds in length and a Distinction could have been awarded with confidence. Because the candidate has made just one error of judgement, in an attempt to evidence more skills, a DISTINCTION can still be justified, but it is very close to the Merit border.</p>		
Guidance for AO4	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.		
AO4 Test the video clip	<p>Candidates will test their video clip using a test table containing at least four tests, some are appropriate.</p> <p>The will identify areas for improvement.</p>	<p>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.</p> <p>They will identify areas for improvement and action one of them.</p>	<p>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.</p> <p>They will identify areas for improvement and action most of them.</p>
AO4 NOTES	The candidate has used a test table with five appropriate tests. Two areas for improvement have been identified and the candidate claims to have actioned them both. Teacher annotation confirms that these improvements have been made. Alternatively, the improvements could have been evidenced by screenshots, or from a 'before' and 'after' version of the video file, with more details to say where the transitions had been changed and where the clips had been trimmed. This would have been an appropriate point to improve the overall quality by speeding up the slowed-down clips. A MERIT can be awarded for this Assessment Objective.		

Overall Grade

AO1	AO2	AO3	AO4
Distinction	Distinction	Distinction	Merit

With three of the four Assessment Objectives achieved at Distinction and the fourth a good Merit, the overall portfolio would be awarded a **DISTINCTION**. There is much good practice evident in this portfolio. The quality of comments in AO1 was a strength in a number of candidates from this Centre, who reviewed a variety of different video clips. This suggested that they had been well prepared for this work. The video was well documented without the candidate having to create pages of screenshots. The teacher recognised the weakness in the evidence for AO4 and supplemented this by observation and a witness statement added to the table.