

Unit Title:	Adobe video communication using Adobe Premiere Pro
OCR unit number	A221
Sector unit number	9.3
Level:	2
Credit value:	3
Guided learning hours:	25

Unit purpose and aim

This unit will give the candidate the opportunity to achieve an industry recognised certification for Video communications and will provide candidates with the skills needed to effectively communicate with others using digital media tools. Digital Video communication is used by educators, design and video professionals, businesses, and educational institutions around the world and candidates will cover all the stages of the process to create professional quality videos sampling the fundamentals of video editing. This unit covers all the introductory skill expectations for video communication.

Objectives

- 1 Be able to set project requirements for a video
- 2 Be able to identify design elements when preparing video content
- 3 Be able to customise the Adobe Premiere Pro Interface
- 4 Be able to edit a Video Sequence and manage effects with Adobe Premiere Pro
- 5 Be able to Export Video footage with Adobe Premiere Pro

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Be able to set project requirements for video</p>	<p>The Learner can:</p> <p>1.1 Identify the purpose, audience and audience needs for preparing video</p> <p>1.2 Select video content that is relevant to the project purpose and appropriate for the target audience</p> <p>1.3 Apply standard copyright rules (related terms, obtaining permission, and citing copyrighted material).</p> <p>1.4 Identify requirements for the project relating to production planning and management process for preparing video</p>	<p>Candidates should have the skills to identify information that determines purpose of a video (eg its content, audience [to include age, gender, ethnicity], audience needs and client goals)</p> <p>Identify criteria for determining whether content is relevant and appropriate for an audience.</p> <p>They should be able to identify different video genres and their impact on project requirements (eg documentaries, TV, news, science fiction/ adventure, live events, film, animation)</p> <p>Candidates should use the copyright terms correctly, to</p>

		<p>include “copyrighted,” “fair use doctrine,” “intellectual property,” and “derivative works.” and understand when copyright must be obtained.</p> <p>They should understand the production process to include goals, audience, production, deadlines, storyboarding, output.</p> <p>They must be able to annotate the details on the production plan including:</p> <ul style="list-style-type: none"> • phases (eg pre and post-production) • responsibilities (eg project scope, tasks, due dates, resource allocation) • the impact of phase change in line with the production type • the deliverables from a project. <p>Candidates should know about script-to-screen workflow, collaborating on script writing, creating shot lists, managing notes etc and how to apply these skills within the Project panel in Adobe Premiere Pro</p> <p>Candidates should know how these will affect the planning including the management of media assets, and the use of nested sequences.</p>
<p>2 Be able to plan design elements when preparing video content to meet requirements</p>	<p>2.1 Define general principles for video shooting.</p> <p>2.2 Select visual techniques for enhancing video content</p> <p>2.3 Select audio to enhance video content</p> <p>2.4 Select still images to enhance video content.</p> <p>2.5 Communicate design and content plans to others</p> <p>2.6 Organise and plan a video sequence</p>	<p>Candidates should know about storyboarding,</p> <ul style="list-style-type: none"> • script writing and variations based on content, • the principles of a sequence (eg introduction, middle, climax, resolution); • terminology used for video development (eg dailies, rough cut, first cut, picture lock, send to post house, director’s cut, final cut) • the elements of a completed video sequence (eg titles, clips, credits) <p>Candidates should understand the general design principles for a video shoot (eg rule of thirds, following the action, leaning in and out)</p> <p>Candidates should extend their</p>

		<p>knowledge to identify:</p> <ul style="list-style-type: none"> elements required for designing a film (eg story synopsis, character bios, script, extras, treatment, directors notes and visual techniques for enhancing video content, defining transitions) appropriate use. <p>Candidates should understand and consider effects that can be applied with compositing with alpha channel transparencies, and for b-roll footage (eg what an interviewee is saying and footage tied to narration)</p> <p>Candidates should understand:</p> <ul style="list-style-type: none"> appropriate image formats (eg JPG, PSD) special effects (eg still image enhancement, rolling and crawling text and using audio to enhance video content.)
<p>3 Be able to customise the Adobe Premiere Pro Interface to meet requirements</p>	<p>3.1 Identify elements of the Adobe Premiere Pro interface</p> <p>3.2 Identify the functions of Adobe Premiere Pro interface elements</p> <p>3.3 Customise different elements within the Adobe Premiere Pro workspace</p>	<p>Candidates should understand the setting and preferences for projects within Adobe Premiere Pro to include:</p> <ul style="list-style-type: none"> elements of the workspace functions of tools in the Tools panel functions of the Capture, Project, Effects/Effects Controls, Audio Master Meters and Timeline panels the Source and Program Monitors the Audio Mixer the Titler <p>Candidates should understand terminology (eg “sequence,” “in point,” “out point,” “CTI,” “time ruler,” “timecode,” “keyframe,” “title-safe margin,” and “action-safe margin”)</p> <p>Be able to:</p> <ul style="list-style-type: none"> customise their workspace. know how to save and access a custom workspace dock/ undock panels.
<p>4 Be able to edit a Video Sequence with Adobe Premiere Pro to meet requirements</p>	<p>4.1 Identify the process to import media assets (video, image, and audio files).</p> <p>4.2 Demonstrate organisation</p>	<p>Candidates should understand the required terminology and know how to:</p> <ul style="list-style-type: none"> import media assets (eg

	<p>and management of video clips in a sequence</p> <p>4.3 Integrate sounds in a video sequence</p> <p>4.4 Use superimposed text and shapes in a video sequence.</p> <p>4.5 Apply multiple video effects to a video sequence</p>	<p>video, image, and audio), log clips, capture video, use Media Browser, import shot lists and media directly.</p> <ul style="list-style-type: none"> • create a storyboard from clips, to include: <ul style="list-style-type: none"> ○ adding/removing, trimming or moving ○ a clip, or video or audio, or a sequence ○ positioning in the Timeline, adding to a sequence using cuts-only techniques; ○ carrying out precision rolling, ripple edits and apply/adjust video transitions • add audio to a video clip, understanding and creating a “J-cut” and “L-cut.”, narration, • adjust audio and render an audio clip • add and adjust volume keyframes or create crossfade audio transition, and know the differences between Constant Gain, Constant Power, and Exponential Fade transitions. • create superimposed text in a video sequence, understanding terminology either using features in a sequence with superimposed text and shapes, or adding effects, graphics and images, or adjusting opacity keyframes. <ul style="list-style-type: none"> • set and adjust video motion and keying effects, properties and keyframes applying to a clip either uniformly changing speed or direction of an entire clip or varying speed throughout a clip <ul style="list-style-type: none"> • create a freeze frame, applying video transitions to multiple composited clips or same place transitions (using a nested sequence), which includes customising picture-in-picture effects including bevelled edges, drop shadows and basic 3D presets. • Understand and be able to differentiate between temporal and spatial interpolation, linear and Bezier interpolation and be able to apply and adjust Bezier curve presets and use Bezier handles.
<p>5 Be able to Export Video footage with Adobe Premiere Pro to meet requirements</p>	<p>5.1 Identify export options for video footage</p> <p>5.2 Export video footage from Adobe Premiere Pro.</p>	<p>Candidates should know the:</p> <ul style="list-style-type: none"> • export options for video and video codecs, (eg QuickTime, MPEG4) • output options (eg audio,

		video, audio/video, single frame, range of frames, clip, entire sequence) <ul style="list-style-type: none"> • process for exporting images, clips, sequences, audio • compression settings for web-ready video • concept of metadata to make media for web more searchable, and benefits of serving video over the web
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Assessment

Candidates achieve the Video Communication using Adobe Photoshop exam through digital assessment at a local testing centre or on site at an approved Adobe centre.

Evidence requirements

Candidates will submit a digital copy of their certification via the e-portfolio.

Guidance on assessment and evidence requirements

Candidates will achieve certification via on-line testing in an approved test centre under controlled testing conditions.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

Occupational standards	Unit Number	Title
Interactive Media	IM1	Work Effectively in Interactive Media
Camera	C12	Provide Assistance to record and review the video image
Camera	CCL4	Mark up cameras' and actors' positions during rehearsals
Camera	CSS1	Analyse and break down scripts during pre-production

Resources

Resources are available to the candidate from the Vendor Website and within the Photoshop Application.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.

Video Communication using Adobe Premiere Pro CS5 objectives

Setting Project Requirements

- 1.1 Identify the purpose, audience, and audience needs for preparing video.
- 1.2 Identify video content that is relevant to the project purpose and appropriate for the target audience.
- 1.3 Demonstrate knowledge of standard copyright rules (related terms, obtaining permission, and citing copyrighted material).
- 1.4 Demonstrate knowledge of the production planning and management process.

Identifying Design Elements When Preparing Video

- 2.1 Demonstrate knowledge of how to organize and plan a video sequence.
- 2.2 Identify general principles for video shooting.
- 2.3 Demonstrate knowledge of visual techniques for enhancing video content.
- 2.4 Demonstrate knowledge of using audio to enhance video content.
- 2.5 Demonstrate knowledge of using still images to enhance video content.
- 2.6 Communicate with others (such as peers and clients) about design and content plans.

Understanding the Adobe Premiere Pro CS5 Interface

- 3.1 Identify elements of the Adobe Premiere Pro interface.
- 3.2 Identify the functions of Adobe Premiere Pro interface elements.
- 3.3 Customize the Adobe Premiere Pro workspace.

Editing a Video Sequence with Adobe Premiere Pro CS5

- 4.1 Import media assets (video, image, and audio files).
- 4.2 Organize and manage video clips in a sequence.
- 4.3 Manage sound in a video sequence.
- 4.4 Manage superimposed text and shapes in a video sequence.
- 4.5 Manage effects in a video sequence.

Exporting Video with Adobe Premiere Pro CS5

- 5.1 Demonstrate knowledge of export options for video.
- 5.2 Demonstrate knowledge of how to export video from Adobe Premiere Pro.