OCR
Oxford Cambridge and RSA

Unit Title:	Creating a digital video sequence
Level:	3
Sub-level:	Unit 314V
Credit value:	6
Guided learning hours:	50

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of digital video for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the project planning and creation process:

- · Candidates will investigate different types of digital video and discuss the concepts and camera techniques used
- · Create and maintain a project plan for the creation of a digital video sequence to the client brief
- · Create and edit the digital video sequence
- · Evaluate the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of digital video in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1.Be able to investigate digital video solutions	1.1 Research and describe the current and historical concepts and principles of video recording to include a) their purpose b) the genre and visual style c) target audiences 1.2 Compare and contrast camera techniques used to record footage including a) movement	Candidates should explore the different types of videos that have been produced e.g. film, music video, advertisements, web based – for example how have YouTube, MySpace etc., affected the video market place. A minimum of 3 historical and 3 current videos should be researched. This may also include how the popularity and visual style of different genres has changed. Historical may be considered to be more than 25 years old. Candidates should compare

	b) angles c) shots d) focus e) multiple cameras f) format	and contrast a minimum of 3 different video products eg film, advertisement, music video For this unit, candidates must reference live video footage rather than computer generated imagery or animation
2.Be able to plan to record a digital video to a client brief	2.1 Identify client requirements based on their brief to include the target audience 2.2 Generate a range of original ideas for the video and review with the client, identifying the length, content and production considerations 2.3 Review the range of original ideas with the client and fully plan the agreed solution 2.4 Create and maintain a project plan to include a) tasks b) timescales c) resources 2.5 Create a pre-production storyboard of sketches that incorporates a range of camera shots, angles and movement 2.6 Create the production schedule for all aspects of the video recording 2.7 Obtain and prepare the assets and resources for the recording of digital video footage 2.8 Identify key stages, health & safety, production constraints and contingency	Candidates should develop a range of 3 ideas to show to the client, these may be evidenced as mood boards, spider diagrams as applicable. Considerations/design may include lighting sound camera angles, weather, background noise, set dressing props etc. The agreed solution must be developed to detail the content, scenes, camera angles, shot types, lighting, sound, dialogue, narrative, characters and interaction as appropriate. The video should include a minimum of 3 shot types, 2 angles and 1 movement The storyboard may be created manually and scanned for evidence or may be created digitally by the candidate A script may also be developed to include genre, characters, action and scenes. Assets and resources may include camera(s), tripod(s), microphones, people, props, lighting The candidate should develop and show evidence of using a project plan throughout their work changing timings, if needs

	planning	be, as the project progresses
	2.9 Describe the legal and ethical issues regarding all aspects of digital video recording	Health & safety considerations should include risk assessments and site reconnaissance. Permission to film on location and model release forms
3) Be able to record and test the digital video	3.1 Record footage in line with the planned pre-production	Apply appropriate camera techniques eg camera angles, movement, shot types, light settings (using a light meter or zebra settings on the camera)
	3.2 Import and check the video and sound clips	
	3.3 Create and edit the video sequence combining multiple video files to meet client requirements	A minimum of 7 different video clips should be recorded to produce at least 5 minutes of usable footage
	3.4 Add transitions and titles to the video sequence	Candidates should demonstrate editing skills to trim/cut clips and final sequence to the required length, with suitable transition effects between the clips. Titles and credits should also be applied.
	3.5 Synchronise the sound track with the video sequence cord or source sound files	
	3.6 Create and use a detailed test plan to check for video playback, display, audio levels and effects	In terms of audio the levels, gain and fade should be adjusted as appropriate.
	3.7 Correct any identified editing faults and retest using the test plan	Testing should ideally be carried out with the target audience.
	3.8 Identify and select a suitable output format and compression codec	Candidates must ensure that their finished product would be suitable for presenting to a client; this includes the spelling, grammar and consistency of any text and fonts used in addition to the identified criteria.
	3.9 Save and export the video in the required format as specified by the client brief	
	3.10 Organise electronic files using appropriate naming conventions to facilitate access by others	The final video cut should be exported in a format that can be read without specialist software.

4) Understand how to evaluate the final video cut against the original brief	4.1 Identify parameters and constraints that influenced any decisions that were made 4.2 Critically evaluate the quality of the finished product and its fitness for purpose 4.3 Evaluate the video with the client and analyse feedback 4.4 Identify areas for improvement and further development of the video, using your own critical evaluation and the analysis of client feedback 4.5 Review the technical and aesthetic qualities of the final outcome	Candidates should be identifying future needs in terms of hardware provision on which a video can be played back e.g. HD Large TV through to small screen mobile phones. Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose Obtain feedback from the client and/or the target audience Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

Assessment

Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

Evidence requirements

This unit aims to equip the candidate with the ability to produce professional work for a client to create a digital video sequence to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to produce a completed product and to use the necessary tools and source the required resources as appropriate.

1   Candidates should present a report or presentation to show their research and investigations, discussing the concepts and camera techniques of digital video.

2   A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of digital video to meet the brief. Candidates should be able to produce a project plan to create and manage the digital video sequence.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project.

3   Be able to produce the digital video sequence in line with their plan to include:

- Recording footage in line with the planned pre-production

- Importing and checking the video and sound clips

- Creating and editing the video sequence combining multiple video files to meet client requirements

- Adding transitions and titles to the video sequence

- Synchronising the sound track with the video sequence cord or source sound files

- Creating and using a detailed test plan to check for video playback, display, audio levels and effects

- Correcting any identified editing faults and retest using the test plan

- Identifying and selecting a suitable output format and compression codec

- Saving and exporting the video in the required format as specified by the client brief

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially.

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

4   Candidates should prepare an evaluation file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the digital video sequence with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the digital video sequence using their own critical evaluation and the analysis created from the client feedback.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g., file formats, asset manipulation, software and hardware constraints, copyright permissions) identifying what they would do differently if faced by a similar task and why.

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

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	**Title**		
314V	Creating a digital video sequence	IM1 C12 PI 1	Work Effectively in Interactive Media Provide Assistance to record and review the video image Apply Copyright and Other Laws Relating to Usage and Licensing of Images

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

Additional information

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