

PRODUCT

CUFWRT301A Write content for a range of media
CUFDIG301A Prepare video assets

Aim

The aim of this assessment is to produce a 1 - 2 minute story for a new STV production called 'Strathy in Review'.

Brief

You job is to produce one of the following stories:

- *PAF in review*
- *House Swimming Highlights*
- *Year 6 Camp*
- *Mellor House Father Daughter Breakfast*
- *Yr 12 Healthy Balance Day*
- *Arts Week*
- *Helptathlon (9th March)*

or

a story about Term 1 at Strathy of your choice, approved by Dr Kitchen

You need to:

- create a production schedule that outline when and how you are going to complete this project;
- write up a summary of the SNU story and feature your target audience;
- write up the voice over/piece to camera dialogue for your story as well as an studio intro to be read by a host;
- coordinate the filming/recording of a piece to camera/voice over sequence;
- create a storyboard drawing of the interview that features the questions being asked;
- coordinate the filming/recording of an interview sequence that is related to your story;
- find or film footage and still images for the story;
- create GarageBand loops that will enhance the story;
- edit the story;
- export the story;
- maintain a logbook of your progress;
- write up a list of all the resources (including people) used to help make the story possible; and
- write up a reflection/evaluation.

All supporting documentation needs to be located in your VET Media Blackboard Journal under the topic subject – SA1 (Strathy News Update Story)

Production Schedule (15 marks):

Make a list of all the **key tasks** involved in this project. Work out what resources you will need then create a production that outline how you plan to complete this project:

eg

Date	Time	Task	Resources

Log of Work (15 marks):

Create a Log of Work that will outline what you achieved each time you worked on the project and any issues you encountered.

eg

Date	Time	Task	Issues

PRE PRODUCTION

Story summary (5 marks)

Write up a summary of the story and feature who your target audience is.

Piece to Camera or Voice over script (10 marks)

Write up the voice over/piece to camera dialogue for your story. Make sure it has a begging, middle and end and features an appropriate intro and exit to the interview sequence.

Studio lead in script (5 marks)

Write up the studio lead in dialogue that will be read whoever introducing the story from the STV studio

Storyboard (5 marks)

Create a storyboard drawing of the interview that features the questions being asked and the overall framing of the talent including a 2 shot. Scan the storyboard and attach it to the Journal entry.

RECORDING PRODUCTION

Record the piece to camera/voice over (10 marks)

Coordinate the filming/recording of a piece to camera/voice over sequence. As the producer you don't need to feature in the recording but you will need to recruit the talent and the production crew. (5)

Take a still image of the crew in action and insert it into your journal entry.

Document who was involved in the process and how it went. (5)

Recording the interview (10 marks)

Coordinate the recording of an interview sequence that is related to your story. Make sure you use the following techniques:

- Rule of thirds (2)
- Allow for looking room (2)

- External mic close to talent (2)

Take a still image of the crew in action and insert it into your journal entry.
Document who was involved in the process and how it went. (4)

Organise footage (5 marks)

Gather or take moving or still image of the actual story

Organise audio (5 marks)

Create some GarageBand loops that will fit with the story

EDITING PRODUCTION

File Management (8 marks)

Make sure the appropriate folders are in an appropriately named project folder.

Bin Management (8 marks)

Make sure your Final Cut Bins match your project folders.

Use the following editing techniques (20 marks)

- different types of footage on different layers (2)
- 7 second rule (2)
- lower Third Text for talent names (2)
- text graphics where appropriate (2)
- still image integration (2)
- at least 1 transition (2)
- volume around -12db (2)
- sound track to enhance story (2)
- noddies in the interview (2)
- constant cutaways (2)

Screen grab the entire Final Cut timeline and the bin structure (4 marks)

Export the story (4 marks)

- Export as a HD QuickTime format (1920 x 1080) and save onto the Media server (2)
- Export as a Mpeg4 (352 x 288) file and insert onto your journal (2)

Reflection/Evaluation (15 marks)

- write up a list of all the resources (including people) used to help make the story possible (5); and
- write up a reflection/evaluation based on the following questions:
 - o How has the story meet the requirements of the product brief? (4 marks)
 - o In what ways was the story appropriate to the target audience? (2 marks)
 - o What were some of the production issues and how were they solved? (4 marks)

Production elements (40 marks):

Video communication potential – 5 marks

Entertainment/Infotainment potential – 5 marks

Conventions followed – 5 marks

Overall presentation – 5 marks

Appropriate file & bin management – 10 marks

Appropriate timeline construction – 10 marks

Total Marks – 180

Due - 20th March (7.30 pm)