

L2 Unit 23: Creating video (2010)

Learning outcomes

By completing this unit candidates will develop a knowledge and understanding of how to review, design, produce and **evaluate** a short video clip which is fit for purpose.

Candidates will be able to:

- **review existing video clips**
- design a video clip
- create a video clip
- **evaluate** the video clip.

It is anticipated that a candidate will require **20** guided learning hours to complete this unit.

Assessment objectives	Knowledge, understanding and skills
1 Review existing video clips	<p>Types of video clip, eg:</p> <ul style="list-style-type: none">• TV advert• movie trailer• music video• promotional video• online media clips <p>Reviews to include, where appropriate, eg:</p> <ul style="list-style-type: none">• purpose• audience• length of clip• speed of loading• length of scenes• continuity• transitions• use of different components, eg stills, video, animation, different types of sound• quality of components• clarity and balance of different components• synchronisation of components• effects• use of text, eg titles, credits, captions• extent to which the purpose is met• impact/effectiveness of message to target audience• possible improvements

Assessment objectives	Knowledge, understanding and skills
2 Design a video clip	Design documentation to include eg: <ul style="list-style-type: none"> • the purpose of the video clip • the audience of the video clip • storyboard showing eg: <ul style="list-style-type: none"> ○ content of the video clip <ul style="list-style-type: none"> - images/animations - sound – extracts from existing clips, recording requirements for new clips. - video – extracts from existing clips, recording requirements for new clips. - text (titles and credits) ○ timeline ○ transitions ○ effects ○ any editing of components required
3 Create a video clip	Video creation techniques eg: <ul style="list-style-type: none"> • importing components (images, animations, video, sound) • editing components, eg: splitting and trimming clips • duplicating components • transitions • effects, eg brightness, contrast, fading, colour effects, blur/sharpen, adjust speed • adding text in different areas, eg beginning, end, between clips and over clips • text formatting and effects • recording a narration • creating/editing a soundtrack from a range of sound clips • compression • exporting in a suitable file format
4 Evaluate the video clip	Evaluation to include eg: <ul style="list-style-type: none"> • suitability of content for purpose and audience • quality and synchronisation of components • suitability and effectiveness of text/titles • effectiveness of message conveyed • suitability and impact of transitions/effects • suitability of timings • suggestions for improvements

Assessment

This unit is centre assessed and externally moderated.

In order to achieve this unit, candidates must produce a portfolio of evidence showing that they have met all of the assessment objectives.

Candidates should be encouraged to present their work in formats that would be acceptable in business.

Portfolios of work must be produced independently. They will need to be made available, together with witness statements and any other supporting documentation, to the OCR Visiting Moderator when required.

Centres must confirm to OCR that the evidence produced by candidates is authentic. An OCR Centre Authentication Form is provided in the Centre Handbook and includes a declaration for assessors to sign. It is a requirement of the QCA Common Criteria for all Qualifications that proof of authentication is received.

Guidance on assessment and evidence requirements

Candidates will not be penalised for their choice of software but must ensure they are making full use of the tools/features available to them in the particular software they decide to use. Candidates could use eg Microsoft MovieMaker, Apple iMovie, Adobe Premiere, Serif MoviePlus, Pinnacle Studio, other.

Candidates should be advised that the video clip created must be **of at least 30 seconds** in length; it is good practice that consideration is given to the file size of the video clip.

For Assessment Objective 1 centres may provide candidates with a range of appropriate video clips for reviewing. These should be of short duration, ie movie trailers, rather than complete movies. These should include sufficient features to enable them to provide useful information to candidates – a single unedited video recording is not appropriate. Reviewing the plot of a film does not meet the requirements of this AO.

Best practice would be for the video clips to be reviewed to have a real purpose – they should have the potential to allow candidates to provide comments up to the highest level. Candidates may be given some structure eg a review form with some prompts to help them explore specific aspects of each video clip. However, any forms provided must not be too directed for example, open questions should be used, which encourage descriptive and evaluative answers. Candidates should also be encouraged to discuss specific features of each video clip related to its particular purpose. These aspects are unlikely to be prompted by a prescriptive writing frame. When considering good and not-so-good features, candidates should consider techniques and effects as well as content. All candidates must give at least one good point and at least one feature that is less effective, for each video clip. To be credited as comments on the different video clips, the comments must be clearly different. The comments must be appropriate to the video clip being reviewed, therefore it is inappropriate to give credit for the same or similar comments made for each clip. At higher levels the comments should be sufficiently detailed to allow candidates to explain, for each video clip, how the improvements will help it meet its aims.

For Assessment Objective 2 candidates need a brief that gives a clear purpose and audience for a video clip to be designed. This might be provided by an assignment or might be chosen/negotiated by the candidate. Candidates must then produce **design** documentation for their video clip. 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 **some or all of** these from elsewhere and import them into their chosen software package. Candidate storyboards should show clearly whether each component is to be recorded or imported. Details, required at

the higher levels, should include, for original recordings, the content to be filmed, and for imported components the source and the specific area of the source file to be used.

The electronic file of the final video clip can form a significant part of the evidence for Assessment Objective 3. However, candidates need to clearly evidence their use of the specific skills listed in the grading grid. Screenshots and/or witness statements accompanying the electronic file might be used to evidence skills such as splitting/trimming clips and the use of effects that are not immediately obvious by viewing the final clip. The file on its own is unlikely to show clearly the software features used.

For Assessment Objective 4 candidates must evaluate their video clip. All candidates must consider themselves how well their final clip meets the purpose but at the higher levels some reference to other people's opinions is needed.

Mapping to national occupational standards

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

Occupational standards	Unit number	Title
IT Users (e-skills UK)	SBS2	Specialist or bespoke software Level 2
IT Users (e-skills UK)	MSU2	Make selective use of IT Level 2
IT Users 2009 (e-skills UK)	IPU: B	Improving productivity using IT
IT Users 2009 (e-skills UK)	ISF:FS:B	IT software fundamentals
IT Users 2009 (e-skills UK)	AVS:B	Audio and video software
IT Users 2009 (e-Skills UK)	BS:B	Bespoke or specialist software
IT Users 2009 (e-skills UK)	MM: B	Multimedia software
Business & Administration NOS (Cfa)	O8NBA218v 2)	Specialist or bespoke software V2 (218)
IT Users (e-skills UK)	WP2	Word processing software Level 2
IT Users (e-skills UK)	PS2	Presentation software Level 2
IT Users 2009 (e-skills UK)	WP:B	Word processing software
IT Users 2009 (e-skills UK)	PS:B	Presentation software

Signposting to functional skills

- ✓ The unit contains opportunities for developing Functional Skills.

Functional Skills Standards			
English		Mathematics	ICT
Speaking and Listening	✓	Representing	Use ICT systems ✓
Reading	✓	Analysing	Find and select information ✓
Writing	✓	Interpreting	Develop, present and communicate information ✓

Resources

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and candidates should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books and electronic resources

R Patel et al (2007)	<i>Units 4,22 and 23 OCR Level 2 National Certificate in ICT Student Book</i> Payne Gallway
R. Milner(2006)	<i>2,3, 23 OCR Level 2 National Certificate in ICT Unit 3 Digital Imaging</i> Serif
Underdahl, B (2003)	<i>Create your own DVD's</i> Osbourne McGraw Hill Publishing ISBN 9780072227314
Bounds, J	<i>Windows Movie Maker: Hero to Zero 2</i> friends of ED Ltd ISBN: 9781904344452
Thomas Telford Online	<i>OCR Level 2 Nationals in ICT</i> Thomas Telford Online
@tain online curriculum resources	<i>OCR Nationals in ICT</i> <i>@tain at Brooke Weston City Technology College</i>
North West Learning Grid	<i>OCR Nationals in IT (ICT)</i> North West Learning Grid

Journals/magazines

Magazine: Digital Video Made Easy

CD-Roms and computer software

Windows Movie Maker

Apple iMovie

Adobe Premiere

Pinnacle Studio

Serif MoviePlus 4.0

Websites

<http://www.atomiclearning.co.uk/moviemaker2>

A site that lets you create, edit and share your movies on your PC

<http://www.adobe.co.uk/products/tips/premiere.html>

Grading

Assessment Objective	Pass	Merit	Distinction
<p>AO1 Review existing video clips</p>	<p>Candidates will list good and not so good features of at least two different video clips. Candidates will identify at least one feature from their research to use or avoid in their video clip.</p>	<p>Candidates will review at least two different video clips. They will identify the purpose of each video clip. They will give a detailed explanation of the good and not so good features of each video clip and suggest possible improvements for each video clip. Candidates will identify at least one feature from their research to use or avoid in their own video clip. They will explain why they will use/avoid this feature in their video clip.</p>	<p>Candidates will review at least two different video clips. They will identify the purpose and audience of each video clip. They will give a thorough explanation of the good and not so good features of at least two video clips, with reference to purpose and audience, and suggest improvements, explaining how these would help each video clip meet its purpose. Candidates will identify features from their research to use or avoid in their own video clips. They will explain why they will use/avoid these features in their video clip.</p>
<p>AO2 Design a video clip</p>	<p>Candidates describe the purpose of the video clip. A storyboard showing the sequence of the main components for a video clip of at least 30 seconds will be provided.</p>	<p>Candidates describe the purpose and audience of the video clip. A storyboard showing the sequence of the main components for a video clip of at least 30 seconds will be provided. This will include some details of audio clips, video content and text, some consideration of timings, transitions and effects. The design has a clear structure.</p>	<p>Candidates describe the purpose and audience for the video clip and explain how these will influence their design. A storyboard covering all elements for a video clip of at least 30 seconds will be provided. This will include details of all content, editing of components required, timings, transitions and effects. The design will cover all content, will be logical, well structured and could be followed by a third party.</p>

Assessment Objective	Pass	Merit	Distinction
<p>AO3 Create a video clip</p>	<p>Candidates will create a video clip of at least 30 seconds in length. They will import and use a range of components including video clips, images/animations and at least one audio clip. They will split/trim clips and add transitions or effects. The video clip will be largely appropriate for purpose and will be exported in a suitable file format.</p>	<p>Candidates will create a video clip of at least 30 seconds in length. They will import and use an appropriate range of components including video clips, images/ animations and audio clips. They will split/trim clips appropriately, add text/titles appropriately and add transitions and effects that enhance the final product.. A suitable soundtrack using more than one sound clip will be used. The video clip will be largely appropriate for purpose and audience and will be exported in a suitable file format, applying some compression.</p>	<p>Candidates will create a video clip of at least 30 seconds in length, following their plan. They will import and use an appropriate range of components including video clips, images/ animations and audio clips. They will split/trim clips appropriately, add text/titles in different areas appropriately applying effective formatting and effects. They will add transitions and effects that enhance the final product. A suitable soundtrack using more than one sound clip will be used. This will include some narration. The soundtrack will be appropriately synchronised with the visual content. The video clip will be appropriate for purpose and audience and will be exported in a suitable file format and size, applying appropriate compression. Candidates will justify the file size and type used, giving reasons for rejecting alternatives.</p>

Assessment Objective	Pass	Merit	Distinction
<p>AO4 Evaluate the video clip</p>	<p>Candidates will evaluate their video clip with some reference to its purpose. They will consider the extent to which they followed their plan. This will include some consideration of the appropriateness and quality of individual components and transitions/effects used as well as the overall quality/appropriateness of the final clip. Candidates will identify at least one area for improvement.</p>	<p>Candidates will evaluate their video clip with clear reference to its purpose and intended audience. They will consider the extent to which they followed their plan. and explain any deviations from this plan. This will include consideration of the appropriateness and quality of individual components, text/titles, timings, transitions and effects used as well as the overall quality/appropriateness of the final clip. The evaluation will include reference to the opinions of others. Candidates will specify at least one improvement that could be made, giving reasons.</p>	<p>Candidates will evaluate their video clip with consideration throughout to its purpose and intended audience. They will consider the extent to which they followed their plan and explain any deviations from this plan. They will consider the effectiveness of their planning. The evaluation will include consideration of the appropriateness and quality of individual components, text/titles, timings/synchronisation, transitions and effects used as well as the overall quality/appropriateness and effectiveness of the final clip. The evaluation will include consideration of the opinions of others. Candidates will specify at least one improvement that could be made, giving reasons.</p>