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Creating Video

**Part of the Yodafone Project
Based on OCR Nationals (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.

About Yodafone

- Yodafone International is a mobile phone company based in the Dagobah system. In their main office there are a number of employees who help with the day-to-day running. Yodafone have planned to launch 12 new mobile phone shops around England. They have asked for a number of advertising materials to be create which include a TV advert, a radio advert and a booklet/magazine.
- Yodafone already have a successful radio advert which targets teenagers but need to create a suitable TV advert.

Scenario

- Purpose: Yodafone have asked you to design & create a 30-45 second video clip to promote their seasonal special offer.Yodafone will use the video you create in a multimedia product they are developing. (The multimedia product is being created in PowerPoint.)
- Audience: Yodafone have asked you to target the offer at the personal usage 'home user' market ideally at young home users (e.g. aged between 13-25)

Topics

- AO1 - Review existing video clips
- AO2 - Plan a video clip
- AO3 - Create a video clip
- AO4 - Evaluate the video clip

AO1 - Review existing video clips

	Pass	Merit	Distinction
A	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 clip.	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 features in their video clip.	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.
B	Info: - In this task you will review a video clip. Task: - Using this worksheet Appendix 1a review this video clip: HTC Evo - Save the worksheet in your unit 23 ao1 folder as Review 1.	Info: - In this task you will review a video clip. Task: - Using this worksheet Appendix 1b review this video clip: HTC Evo - Save the worksheet in your unit 23 ao1 folder as Review 1.	Info: - In this task you will review a video clip. Task: - Using this worksheet Appendix 1c review this video clip: HTC Evo - Save the worksheet in your unit 23 ao1 folder as Review 1.
C	Info: - In this task you will review a video clip. Info: - Using this worksheet Appendix 1a review this video clip: iPhone 4 Commercial - UK - Save the worksheet in your unit 23 ao1 folder as Review 2.	Info: - In this task you will review a video clip. Info: - Using this worksheet Appendix 1b review this video clip: iPhone 4 Commercial - UK - Save the worksheet in your unit 23 ao1 folder as Review 2.	Info: - In this task you will review a video clip. Info: - Using this worksheet Appendix 1c review this video clip: iPhone 4 Commercial - UK - Save the worksheet in your unit 23 ao1 folder as Review 2.

AO2 - Plan a video clip

	Pass	Merit	Distinction
A	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.	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.	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.
B	Info: - In this task you will describe the purpose of your video clip. Task: - Complete this worksheet Appendix 2a - Save the document in your unit 23 ao2 folder as purpose.	Info: - In this task you will describe the purpose and audience of your video clip. Task: - Complete this worksheet Appendix 2a - Save the document in your unit 23 ao2 folder as purpose.	Info: - In this task you will describe the purpose and audience for the video clip and explain how these will influence your design. Task: - Complete this worksheet Appendix 2a - Save the document in your unit 23 ao2 folder as purpose.
C	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your video clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 23 ao2 folder as script.	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your video clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 23 ao2 folder as script.	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your video clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 23 ao2 folder as script.
D	Info: - In this task you will create a storyboard. Task: - Complete this worksheet Appendix 2b (Use Appendix 2c & 2d to help you) - Save the document in your unit 23 ao2 folder as storyboard.	Info: - In this task you will create a storyboard. Task: - Complete this worksheet Appendix 2b (Use Appendix 2c & 2d to help you) showing some design details for: - video content - audio clips - text - timings - transitions - effects - Save the document in your unit 23 ao2 folder as storyboard.	Info: - In this task you will create a storyboard. Task: - Complete this worksheet Appendix 2c (Use Appendix 2c & 2d to help you) showing all design details for: - video content - audio clips - text - timings - transitions - effects - Save the document in your unit 23 ao2 folder as storyboard.

AO3 - Create a video clip

	Pass	Merit	Distinction
	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	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.	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.
	Info: - In this task you will record your video clip. Task: - Your teacher will set up a video camera. - While you are waiting for you turn to record you should practise your script. - Your teacher will record your clip and then put the video file onto the resource area.	Info: - In this task you will record your video clip. Task: - Your teacher will set up a video camera. - While you are waiting for you turn to record you should practise your script. - Your teacher will record your clip and then put the video file onto the resource area.	Info: - In this task you will record your video clip. Task: - Your teacher will set up a video camera. - While you are waiting for you turn to record you should practise your script. - Your teacher will record your clip and then put the video file onto the resource area.
	Info: - In this task you will create a video clip for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new windows movie maker project. - Import your video - Split/trim the video into different scenes. - Add your scenes to the project timeline. - Add images/animations - Add transitions or video effects. - Add an audio track (music or narration) - Save the project in your unit 23 ao3 folder as Yodafone	Info: - In this task you will create a video clip for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new windows movie maker project. - Import your video - Split/trim the video into different scenes. - Add your scenes to the project timeline. - Add images/animations. - Add titles/credits. - Add transitions/video effects. - Add audio tracks (music or narration) - Save the project in your unit 23 ao3 folder as Yodafone	Info: - In this task you will create a video clip for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new windows movie maker project. - Import your video - Split/trim the video into different scenes. - Add your scenes to the project timeline. - Add images/animations. - Add titles/credits. - Add transitions/video effects. - Add audio tracks (music and narration synchronised with video) - Save the project in your unit 23 ao3 folder as Yodafone
	Info: In this task you will export your video in a suitable file format. Task:	Info: In this task you will export your video in a suitable file format with compression.	Info: In this task you will export your video in a suitable file format with compression.

	- Read this and make a decision for a file format to export your file as. (Note windows movie maker lets you export as DV-AVI, DVD (mpeg2) or WMV) - Using your project file you created in the previous task export your video clip in a suitable file format such as WMV - Save the file in your unit 23 ao3 folder as Yodafone	Task: - Read this and make a decision for a file format to export your file as. (Note windows movie maker lets you export as DV-AVI, DVD (mpeg2) or WMV) - Using your project file you created in the previous task export your video clip in a suitable file format such as WMV - Save the file in your unit 23 ao3 folder as Yodafone	- You will need to justify your choice of format. Task: - Read this and make a decision for a file format to export your file as. (Note windows movie maker lets you export as DV-AVI, DVD (mpeg2) or WMV) - Using your project file you created in the previous task export your video clip in a suitable file format such as WMV - Save the file in your unit 23 ao3 folder as Yodafone
			Info: - In this task you will need to justify your choice of format in the previous task. Task: - Using info from this website complete worksheet Appendix 3a explaining your choice of format. - Save the file in your unit 23 ao3 folder as SuitableFormat

AO4 - Evaluate the video clip

	Pass	Merit	Distinction
	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.	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.	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 options of others. Candidates will specify at least one improvement that could be made, giving reasons.
	Info: - In this task you will evaluate your video and how you made it. Task: - Complete worksheet Appendix 4a - Save the file in your unit 23 ao4 folder as evaluation	Info: - In this task you will get some peer evaluations for your video. Task: - Print off worksheet Appendix 4c at least twice and get someone to evaluate your work. - Once the evaluations are completed make sure you put the sheets safely in your portfolio.	Info: - In this task you will get some peer evaluations for your video. Task: - Print off worksheet Appendix 4c at least twice and get someone to evaluate your work. - Once the evaluations are completed make sure you put the sheets safely in your portfolio.
	Info: - In this task you will specify at least one improvement that could be made. Task: - Complete this worksheet - Save the file in your unit 23 ao4 folder as Improvement	Info: - In this task you will self-evaluate your video clip. Task: - Complete worksheet Appendix 4a - Save the file in your unit 23 ao4 folder as evaluation	Info: - In this task you will self-evaluate your video clip. Task: - Complete worksheet Appendix 4a - Save the file in your unit 23 ao4 folder as evaluation
		Info: - In this task you will specify at least one improvement that could be made, giving reasons. Task: - Complete worksheet Appendix 4b - Save the file in your unit 23 ao4 folder as Improvement	Info: - In this task you will specify at least one improvement that could be made, giving reasons. Task: - Complete worksheet Appendix 4b - Save the file in your unit 23 ao4 folder as Improvement

Appendix 1a

Your name:
Name of video:
Source Location (URL):
What is the purpose of the video?
List the good features of the video clip. (List as many as you can!)
List the not so good features of the video clip (List as many as you can!)
What feature from this video will you use or avoid in your own video clip?

Appendix 1b

Your name:
Name of video:
Source Location (URL):
What is the purpose of the video?
Give a detailed explanation of the good features of the video clip
Give a detailed explanation of the not so good features of the video clip
Suggest possible improvements for the video clip
What feature from this video will you use or avoid in your own video clip?
Explain why you will use or avoid these features.

Your name:**Name of video:****Source Location (URL):****What is the purpose of the video?****Who is the intended audience of the video?****Give a thorough explanation of the good features of the video clip (referencing purpose & audience)****Give a thorough explanation of the not so good features of the video clip (referencing purpose & audience)****Suggest possible improvements for the video clip and explain how these would help the video clip meet its purpose.****What features from this video will you use or avoid in your own video clip?****Explain why you will use or avoid these features.**

Appendix 2a – Purpose

- In this task you need to read the scenario on the website for unit 23 and then complete the appropriate section below.
 - Pass Candidates will describe the purpose of the video clip.
 - Merit candidates will describe the purpose and audience of the video clip.
 - Distinction candidates will describe the purpose and audience for the video clip and explain how these will influence their design.

Name:	Date: 24/05/2023
Pass: Describe the purpose of the video clip.	
Merit: Describe the purpose and audience of the video clip.	
Distinction: Describe the purpose and audience for the video clip and explain how these will influence their design.	

Appendix 2b – Storyboard

<u>Image</u>			
<u>Script</u>			
<u>Video clip</u>			
<u>Duration</u>			
<u>Timings</u>			
<u>Transitions</u>			
<u>Special effects</u>			
<u>Text/Titles</u>			
<u>Audio clip</u>			

<u>Image</u>			
<u>Script</u>			
<u>Video clip</u>			
<u>Duration</u>			
<u>Timings</u>			
<u>Transitions</u>			
<u>Special effects</u>			
<u>Text/Titles</u>			
<u>Audio clip</u>			

Video Effects



Blur



Brightness, Decrease



Brightness, Increase



Ease In



Ease Out



Fade In, From Black



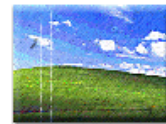
Fade In, From White



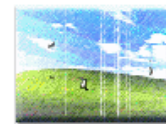
Fade Out, To Black



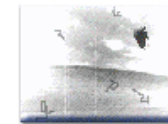
Fade Out, To White



Film Age, Old



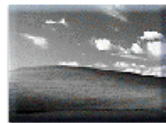
Film Age, Older



Film Age, Oldest



Film Grain



Grayscale



Hue, Cycles Entire Color Spectrum



Mirror, Horizontal



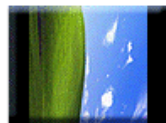
Mirror, Vertical



Pixelate



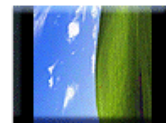
Posterize



Rotate 90



Rotate 180



Rotate 270



Sepia Tone



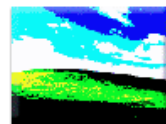
Slow Down, Half



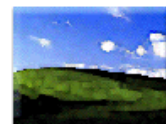
Smudge Stick



Speed Up, Double



Threshold



Watercolor

Video Transitions



Bars



Bow Tie, Horizontal



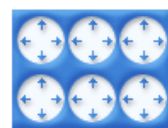
Bow Tie, Vertical



Checkerboard, Across



Circle



Circles



Diagonal, Box Out



Diagonal, Cross Out



Diagonal, Down Right



Diamond



Dissolve



Eye



Fade



Fan, In



Fan, Out



Fan, Up



Filled V, Down



Filled V, Left



Filled V, Right



Filled V, Up



Flip



Heart



Inset, Down Left



Inset, Down Right



Inset, Up Left



Inset, Up Right



Iris



Keyhole



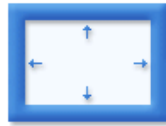
Page Curl, Up Left



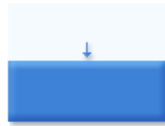
Page Curl, Up Right



Pixelate



Rectangle



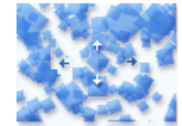
Reveal, Down



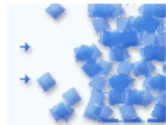
Reveal, Right



Roll



Shatter, In



Shatter, Right



Shatter, Up Left



Shatter, Up Right



Shrink, In



Slide



Slide, Up Center



Spin



Split, Horizontal



Split, Vertical



Star, 5 Points



Stars, 5 Points



Sweep, In



Sweep, Out



Sweep, Up



Wheel, 4 Spokes



Whirlwind



Wipe, Narrow Down



Wipe, Narrow Right



Wipe, Normal Down



Wipe, Normal Right



Wipe, Wide Down



Wipe, Wide Right



Zig Zag, Horizontal



Zig Zag, Vertical

Appendix 3a

In this task you are required to learn about different file formats that video can be encoded in.

	Compression (None/Lossy/Lossless)	Compatibility	Good/Bad features
DVD (MPEG2)			
DV-AVI			
WMV			

Out of the formats above which format would be best to export the video in?
Justify the file size and type used, give reasons for rejecting the alternatives

Appendix 4a - Evaluation

	Evaluation
Quality of video	
Quality of sound	
Suitability of transitions	
Suitability of video effects	
Suitability of timings	
Suitability for purpose	
Suitability for audience	
Suitability of text/titles	
Quality of synchronisation of audio with video	
Did you stick to your design plan? <i>(explain why/why not)</i>	
How effective was your planning? <i>(explain why)</i>	
What improvements/opinions do others suggest?	

Appendix 4b – improvements

Your name:
Pass: Identify at least one area for improvement
Merit/Distinction: specify at least one improvement that could be made, giving reasons.

Video made by: _____

Video reviewed by: _____

General comments about the video.

1. List three parts of the video that have been done well?

2. What parts of the video have not been done well?

3. Do you think it is aimed at the intended audience?

4. What techniques have been used?

5. Can you suggest some improvements that could be made to the video?
