

## Unit 23: Creating video (2010)

Student Name:

Teacher:

Date:

| Assessment Objective                             | Pass                                                                                                                                                                                                                                                                                                                                                                                                                | Merit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Distinction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>AO1</b><br><i>Review existing video clips</i> | Candidates will list good and not so good features of at least two different video clips.<br>Candidates will identify at least one feature from their research to use or avoid in their video clip.                                                                                                                                                                                                                 | Candidates will review at least two different video clips.<br>They will identify the purpose of each video clip.<br>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.<br>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.                                                                                                                                 | Candidates will review at least two different video clips.<br>They will identify the purpose and audience of each video clip.<br>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.<br>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>AO1 NOTES</b>                                 | <b>AO1: P M D</b>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>AO2</b><br><i>Design a video clip</i>         | Candidates describe the purpose of the video clip.<br>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.<br>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.<br>The design has a clear structure.                                                                                                                                                                                                                                          | Candidates describe the purpose and audience for the video clip and explain how these will influence their design.<br>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.<br>The design will cover all content, will be logical, well structured and could be followed by a third party.                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>AO2 NOTES</b>                                 | <b>AO2: P M D</b>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>AO3</b><br><i>Create a video clip</i>         | Candidates will create a video clip of at least 30 seconds in length.<br>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.<br>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.<br>They will import and use an appropriate range of components including video clips, images/ animations and audio clips.<br>They will split/trim clips appropriately, add text/titles appropriately and add transitions and effects that enhance the final product..<br>A suitable soundtrack using more than one sound clip will be used.<br>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.<br>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.<br>They will add transitions and effects that enhance the final product.<br>A suitable soundtrack using more than one sound clip will be used. This will include some narration.<br>The soundtrack will be appropriately synchronised with the visual content.<br>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. |
| <b>AO3 NOTES</b>                                 | <b>AO3: P M D</b>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>AO4</b><br><i>Evaluate the video clip</i>     | Candidates will evaluate their video clip with some reference to its purpose.<br>They will consider the extent to which they followed their plan.<br>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.<br>Candidates will identify at least one area for improvement. | Candidates will evaluate their video clip with clear reference to its purpose and intended audience.<br>They will consider the extent to which they followed their plan and explain any deviations from this plan<br>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.<br>The evaluation will include reference to the opinions of others.<br>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.<br>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.<br>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.<br>The evaluation will include consideration of the opinions of others.<br>Candidates will specify at least one improvement that could be made, giving reasons.                                                                                                                                                                |
| <b>AO4 NOTES</b>                                 | <b>AO4: P M D</b>                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

Overall grade awarded for this unit: **PASS** **MERIT** **DISTINCTION** (Circle ONE grade) Signature: \_\_\_\_\_