

Qualification	Extended Diploma Creative Media Production, Yr 2
Unit number and title	Unit 28 Corporate and Promotional Video Production Unit 2 Communication Skills for Creative Media Production
Start date	11 November 2013
Deadline	25 th November 2013
Assessor name	Alan Hardcastle

Assignment title	Viral Videos Report
<p>The purpose of this assignment is to:</p> <p>Understand codes, conventions and current practice in corporate and promotional programming</p> <p>Explore Corporate films and videos, to develop a definition and define and explain the codes and conventions used within the practice of Corporate film making to inform your own practice (28.1).</p> <p>To Be able to extract information from written sources (2.1) and to be able to create a report in a media production context (2.2)</p>	
<p>Scenario</p> <p>You have been asked by the Bridgwater College Marketing Team to produce promotional films for the College that could go Viral. As part of your preparations, you will research the nature of Corporate and promotional productions to find out what they are and how they are made.</p> <p>You will write a report on professional Corporate and promotional films, focussing on videos that have gone viral that exist in order to better understand what a corporate film needs to look like, researching the Codes, Conventions, Forms, Current Practice and Production Practices, as well as any Legal and Ethical Considerations you need to be aware of.</p> <p>You will use the research as preparation for your briefing with Holly Buckingham from Marketing.</p> <p>Prepare at least 3 questions on the video that she wants you to make.</p>	
<p>Task 1</p> <p>On your blog, make a series of posts to answer the following questions about Corporate and Promotional Videos.</p> <ul style="list-style-type: none"> • What kind of forms of promotional videos are there? Describe 3. E.g. promos, training, information, music, sales, etc. • What codes and conventions are used in Corporate Videos? E.g.: Style, Content etc. • What kind of techniques and equipment are used? Describe the Current Practice. E.g.: Current practice relating to: equipment; formats; techniques • How they are made? Describe the Production Practices. Eg: client liaison; ideas development; treatments; proposals; storyboard; scripts; shooting scripts; scheduling; health and safety 	
<p>Task 2:</p> <ul style="list-style-type: none"> • What kinds of Legal issues need to be considered when making Corporate Films? Describe 3. E.g.: privacy; libel; copyright; current law relating to, eg race relations, disability, obscenity • What kinds of Ethical Issues need to be considered when making corporate films? Describe 3. E.g.: representation, eg race, gender, religion 	
<p>Task 3:</p> <ul style="list-style-type: none"> • Select 3 Viral Videos • Analyse 2 Promotional for Bridgwater College from previous years <p>For each of the films, you will need to -</p> <ul style="list-style-type: none"> • List all the shots used and explain why they are used. 	

- List all that happens in the video and what it means.
- Look at relevant websites to find out how they are made.
- Describe what you see
- Describe what is said in the films

Add all of the answers onto your Blog for each film, describing how you have done your research.

Task 4

For each film, explain what the film is trying to say.

Explain how they went viral, or how they didn't go viral! Use this to explore what we mean by a viral film and how it can be used to promote a company or cause.

Evaluate the success of the film – does it communicate the message it is meant to? Justify your answer.

Task 4

Keep a note of all the research you do, e.g. definitions, case studies, legal and ethical information from all Written sources that you read: eg books, journals, websites, magazines, newspapers, handouts etc.

Keep a note of the **information you extract** by highlighting the important information (eg Highlighting a PDF of a web page, copy & Paste etc) and summarizing these notes in your blog.

When you use this information in your report, please remember to rewrite it and reference it - do not cut and paste!

Task 4

Use the Template supplied to **Create a report** containing all the relevant information you have collected.

e.g.: content; structure; linguistic register; summary; index; presentation; visuals, eg illustrations, graphics, charts, graphs etc.

This report will be a **Market & Product Analysis**. You will explain what this means by described the **Context** of your report as part of your introduction.

E.g.: for client, for employer, market assessment, market analysis, product analysis, self-evaluation

Make sure you **revise** your report before submission:

E.g.: proof-reading (spelling, punctuation, grammar, clarity of expression, structure of content); electronic checks (spelling, punctuation, grammar, thesaurus)

Sources of information

Artis, A. Q. - *The Shut Up and Shoot Documentary Guide* (Focal Press, 2007)

Emm A – *Research for Television and Radio* (Routledge, 2002)

Evans R – *Practical DV Film Making* (Focal Press, 2002)

Jarvis P – *The Essential TV Directors Handbook* (Focal Press, 1998)

Jones C and Joliffe G – *The Guerrilla Film Makers Handbook* (Continuum, 2000)

Musberger R – *Single Video Camera Production* (Focal Press, 2002)

Rabiger M – *Directing the Documentary* (Focal Press, 1997)

Yorke I – *Television News* (Focal Press, 1995)

The Guardian | Viral Video Chart - <http://www.theguardian.com/technology/series/viralvideochart>

This brief has been verified as being fit for purpose

Assessor			
Signature		Date	
Internal verifier			
Signature		Date	