



# PIECING IT TOGETHER

## Unit 1: Introduction to Media Processes and Technical Skills. EDITING BRANCH

### UAL Level 3 Creative Media Production and Technology

Start Date: 9<sup>th</sup> September 2019

Deadline: 18<sup>th</sup> October 2019

Project Length: 6 weeks

Internal Verifier: Matthew Anderson

Referral Week: 24<sup>th</sup> February 2020

## TELLING STORIES

The director, Peter Jackson, describes post-production as a chance to direct your movie for a second time. Edit, scoring, visual effects and colour correction are all an opportunity to enhance and refine your vision as a director. It is also, increasingly, the largest and most expensive part of the production process with thousands of staff who never set foot on a film set. Understanding workflow, technical processes and how to construct meaning from individual parts is all an essential part of understanding any media process.



## THE BRIEF

You will work through a range of editing tasks within Premiere Pro and Davinci Resolve. This will allow you to develop and demonstrate your skills with editing, colour and audio, as well as using tools and techniques to restore poor footage.

## THE TASKS

To complete this unit, you **must** submit the following:

### TASK 1 – Weekly Blog (1.1, 2.1)

You must create a blog with six entries relating to a series of weekly topics. These are:

- Project File Setup
- Keyframes and Effects
- Audio Cleaning\*
- Colour Correction
- Footage Repair
- Export Settings

\*Audio cleaning is to be submitted as a recorded director's commentary rather than a written blog entry.



### TASK 2 – Clean Audio (2.2)

You will take a piece of audio with numerous recording problems and use a variety of tools and techniques in the Adobe Creative Suite in order to improve the quality of the recorded file. The choices and decisions must be justified in your weekly blog, and you will be expected to use appropriate terminology.

### TASK 3 – Colour Corrected Footage (3.1, 3.2)

You will take a piece of recorded footage and use a variety of tools and techniques in Adobe and Davinci software, in order to colour correct and colour grade for a particular aesthetic purpose. The choices and decisions must be justified in your weekly blog, and you will be expected to use appropriate terminology.

### TASK 4 – Repairing Footage (3.1, 3.2)

You will take a piece of footage with a number of production and technical errors and use a variety of tools and techniques in Adobe Creative Suite in order to improve it for broadcast standards. The choices and decisions must be justified in your weekly blog, and you will be expected to use appropriate terminology.





## ASSESSMENT CRITERIA

### Unit 1: Introduction to Media Processes and Technical Skills

**Level:** 3  
**Credit Value:** 6

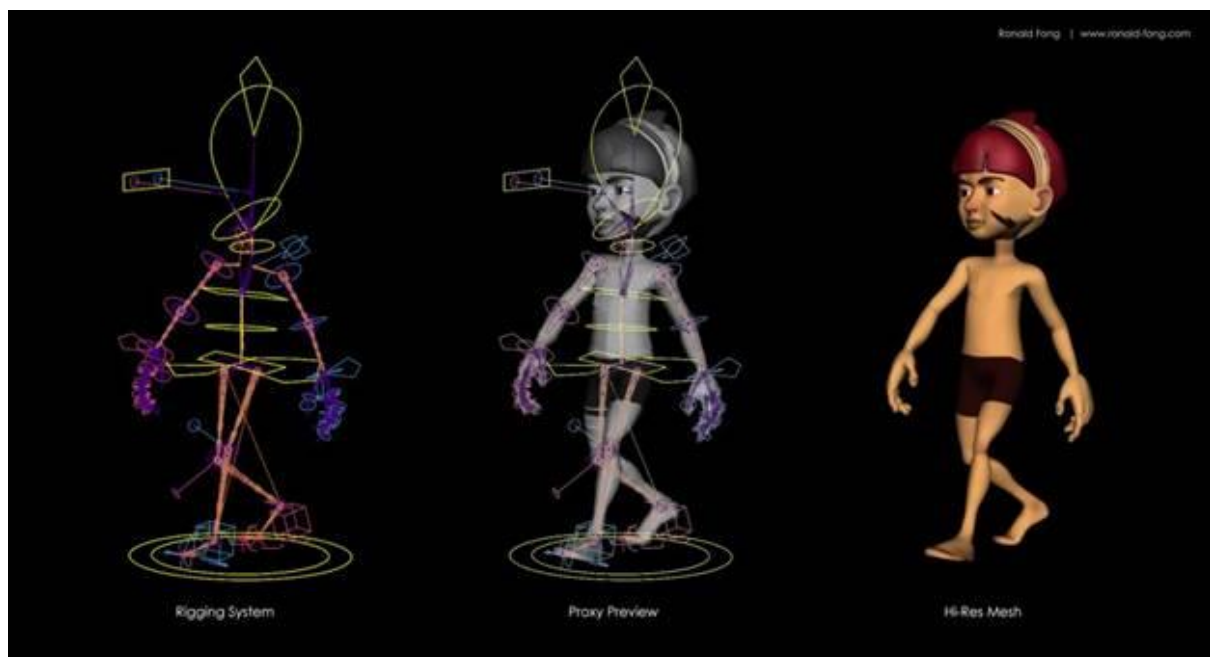
**Unit Aim:** Provide students with an introduction to a range of processes and skills used in creative media production and technology and to the particular characteristics and methods of communication within the media sector.

### Learning Outcomes:

1. Understand processes and technical skills used in creative media production
2. Understand the characteristics and methods of communication within a media context

## REACHING HIGHER GRADES

- In order to achieve a **PASS** you must submit **all** of the requirements for each task listed in the bullet points to a **SATISFACTORY** standard.
- In order to achieve a **MERIT**, you must submit **all** of the requirements to a **HIGH** standard. All of your work must be delivered to this level in order to gain this grade.
- In order to achieve a **DISTINCTION**, you must submit **all** of the requirements to a **VERY HIGH** standard. All of your work must be delivered to this level in order to achieve this grade.



To produce work that is of a HIGH or VERY HIGH standard, you should aim to:

1. Critically analyse different ways of working within the media industry in a detailed and extended written format; this should be well researched, properly referenced and well considered
2. Produce a detailed personal plan that lists reasonable and appropriate aims for your future aims and sets specific, measurable targets for how you plan to achieve them
3. Conduct yourself professionally in your interview, demonstrating detailed knowledge of your job position and the ethical and legal frameworks associated with the position