CINEMATOGRAPHY

Unit 5-6: Investigating Audio Production and Technology
Technology
Investigating Visual Production and Technology

UAL Level 3 Creative Media Production and Technology
Start Date: 3rd November 2020
Deadline: 11th December 2020   Referral Week: 24th February 2021
Project Length: 6 weeks
Internal Verifier: Matthew Anderson

Cinematography is the process of creating the images we see on screen. It's a process that takes into account pre-production planning, the actual shoot day in production and the tools available in post-production for enhancement. Cinematography is quite simple, on the face of it, it's about what you do with the camera. But learning to take control of that to guide the emotions of your audience is one of the art of filmmaking. It's a mixture between the technical and the creative, between rules and freedom.

THE BRIEF

You will work with performing arts students to film a short showreel scene for upload to Youtube. Taking into account social distancing requirements, you will work in very small groups as either director, cinematographer or lighting, to create a scene which evokes an emotion in an audience.

THE TASKS

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

TASK 1 – Weekly Blog (1.1, 3.2)

You must create a weekly blog charting your creative journey across this project. Talk about your decision making, your planning and explain some of your choices as a group. You can make this creative with photos and videos, if you wish.

TASK 2 – Pre-Production Folder (1.2)

In your groups, you will create a pre-production folder with, as a minimum:

- A storyboard
- A shot list
- A marked up script
- An equipment list
- A schedule

Everyone must share the work load and so you should mark each piece with the names of the people responsible. Everyone must upload the folder to their Wordpress.

TASK 3 – Finished Individual Edit (2.1, 2.2)

You will create an individual edit of your film and upload it to Youtube. This must be embedded into a Wordpress post.

ASSESSMENT CRITERIA

Unit 5: Investigating Audio Production and Technology

Level: 3
Credit Value: 6

Unit Aim: Develop students' abilities to critically analyse and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and technology in audio-based media platforms

Learning Outcomes:

1. Be able to analyse an audio-based problem in creative media production.
2. Be able to use an integrated approach to audio-based creative media problem solving and production.
3. Be able to evaluate solutions to an audio-based problem in creative media production.

Unit 6: Investigating Visual Production and Technology

Level: 3
Credit Value: 6

Unit Aim: Develop students' abilities to critically analyse, and integrate, knowledge and understanding acquired in previous units and to investigate the specific skills and attributes required for creative production and technology in visual-based media platforms.

Learning Outcomes:

1. Be able to analyse a visual-based problem in creative media production.
2. Be able to use an integrated approach to visual-based creative media problem solving and production.
3. Be able to evaluate solutions to a visual-based problem in creative media production.

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 the reasons behind creative choices in professional cinematography and its reasons.
2. Apply a high level of technical skill to your lighting, framing and audio recording of the showreel scenes.
3. Justify, explain and evaluate the effect of your creative choices in creating your showreel scene.