

Unit Title: Special Video Effects  
 Level: 1  
 OCR unit number: 103  
 Credit value: 5  
 Guided learning hours: 35  
 Unit reference number: J/600/7688

## Unit purpose and aim

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This unit helps learners to understand the basics of special video effects for the creative and media sector. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- Candidates will explore different types of video effects and where they are used
- Plan a product to the client brief with special effects
- Create and edit a digital video clip with special effects
- Review the final product with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of special video effects and the implications of this technology in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1 Be able to explore types of video effects and where they are used	1.1 List a range of techniques used to create video special effects  1.2 Explore where video special effects are used, and give examples of their use  1.3 Rate the effectiveness of the use of video special effects	Candidates should identify a range of at least 3 different techniques used to create video special effects. The methods by which these are created may be both digitally using software or manually using props.  Candidates should identify at least 3 types of special effects.  Candidates should rate the effectiveness of the use of the video special effects using a minimum of 4 criteria in the rating in addition to the

		<p>identification of the video special effects. There should be a minimum of 3 products rated.</p> <p>Effects could be as simple as basic blue/green screen technology used on the news and weather to advanced effects used widely in cinema.</p>
<p>2 Be able to plan a short digital video with special effects</p>	<p>2.1 Identify the needs of the client for a blue/green screen video sequence</p> <p>2.2 Produce a plan to include</p> <ul style="list-style-type: none"> <li>• length of sequence</li> <li>• target audience</li> <li>• purpose</li> <li>• resources</li> <li>• limitations</li> <li>• copyright</li> <li>• timescales</li> </ul> <p>2.3 Identify appropriate file types and formats</p> <p>2.4 List in order the activities that you will carry out to create the original video clip with special effects</p> <p>2.5 Create a storyboard for the planned short digital video with special effects</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <ul style="list-style-type: none"> <li>• Meeting notes</li> <li>• Storyboard</li> <li>• Studio lighting and equipment layout</li> <li>• List of equipment</li> <li>• List of personnel</li> <li>• Brief production schedule</li> <li>• Risk assessment</li> </ul> <p>The plan should consider,</p> <ul style="list-style-type: none"> <li>• Length of sequence</li> <li>• Target audience</li> <li>• Purpose e.g. entertainment, information, persuasion</li> <li>• Resources e.g. time, equipment and software needed</li> <li>• Limitations e.g. amount of archive material, location, props</li> <li>• Identification of material needing copyright clearance</li> <li>• Storyboard</li> <li>• Timescales</li> </ul> <p>Candidates should understand the need to backup their work on a regular basis</p>
<p>3 Be able to create and edit a digital video clip</p>	<p>3.1 Record the digital video sequence using blue/green screen</p>	<p>Permission forms for sourced material or acknowledging</p>

with special effects	<p>technologies</p> <p>3.2 Use software to combine recorded video with additional content</p> <p>3.3 Edit video clip and add additional special effect(s) to complete the video clip</p> <p>3.4 Format edited material for export</p> <p>3.5 Save and export/publish in an appropriate format</p>	<p>permission required</p> <p>Evidence of a successful download and import</p> <p>Photographic evidence</p>
4 Understand how to review the final video clip with special effects against the original brief	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</p> <p>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work.</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses.</p> <p>Candidates should obtain feedback (this can be tutor acting as the client).</p> <p>Candidates should identify strengths and weaknesses and suggest how they could improve their video clip and any changes to the order of their listed activities.</p> <p>The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.</p>

## Assessment

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Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

## Evidence requirements

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This unit aims to equip the candidate with the ability to produce work for a client to create a video with special effects to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to

produce a completed product and to use the necessary tools and source the required resources as appropriate.

1 Candidates should present a report or presentation to show their understanding of the use and purpose of video with special effects.

2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of video with special effects to meet the brief. Candidates should be able to list in order the activities to be carried out to create the video with special effects.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

3 Be able to produce the video with special effects in line with their plan to include:

- The recording of the digital video sequence using blue/green screen technologies
- The use of software to combine recorded video with additional content
- Consideration for and editing of the video clip adding additional special effect(s) to complete the video clip
- Formatting the edited material for export
- Saving and export/publish in the appropriate format

Evidence should also include a list of file names, types and properties of converted files

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

4 Candidates should prepare a review file to compare the finished documents to the original brief and plan.

This should include feedback on the work produced, the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions identifying what they would do differently if faced by a similar task and why.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

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## Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
103	Special video effects	IM1	Work Effectively in Interactive Media

## Resources

Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

## Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).