OCR
Oxford Cambridge and RSA

Unit Title:	Creating a digital video sequence
Level:	2
OCR unit number:	214V
Credit value:	5
Guided learning hours:	40
Unit reference number:	D/600/7731

Unit purpose and aim

This unit helps learners to understand the basics of recording a digital video sequence 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 digital video products and where they are used
- Plan an original digital video sequence to the client brief
- Record and review the digital video sequence
- 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 digital video products 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 investigate the world of digital video	1.1 Investigate a range of digital video products, where they are used and the purpose and style/genre for a target audience 1.2 List the video standards and formats and where they are used 1.3 Identify a range of camera techniques used create digital video	Candidates should investigate a range of areas where digital video is used e.g. film, television, multimedia, web. A range indicates a minimum of 3 areas and should be explored Video standards relate to broadcast media, resolutions, aspect ratios and file formats to differentiate for broadcast or web related products. Candidates should understand the relevance of these standards relating to the delivery method throughout their work. Camera techniques must include

			types of shot e.g. long, medium, close-up and camera movement e.g. pan/tilt, tracking and dolly

2	Be able to plan the pre-production and the original video to a specific brief	2.1 Identify client requirements based on their brief to include the target audience
		
		2.2 Identify the devices to be used to record the original digital video
		
		2.3 Create a storyboard of sketches including angles, sequence and timings for each shot
		
		2.4 Create a work plan to produce the video to include
		
		    a) recording
		    b) resources
		    c) timescales
		
		2.5 List legal implications of any footage to be recorded
		
		2.6 List copyright implications of any assets to be sourced
			Candidates should identify the devices used to record video footage and peripherals such as lighting microphone tripods, computer specification, software applications and connection requirements
			
			The planning, recording, editing and review must be on an individual candidate basis
			
			The plan will include details of client requirements, activities to be carried out with proposed timescales and deadlines, assets to be sourced and equipment to be used.
			
			Storyboards should include settings, location, camera angles sets and props. Each new shot should be represented in sequence with the appropriate timings to suit the client requirements.

3	Be able to record and test the video footage	3.1 Record the original video footage including lighting, changing camera settings, shots and movement in line with the plan 3.2 Check the format and import the video footage using appropriate conventions 3.3 Select appropriate clips and edit to plan, applying transitions between clips adding titles and credits 3.4 Save and export in an appropriate format and using compressions for the client as agreed 3.5 Organise electronic files	Candidates should be selecting appropriate camera settings in line Editing should include tools and techniques e.g. trimming and cutting clips with their storyboard The video should be saved/exported in a format so that it can be viewed for moderation purposes. Candidates should test their video – and make any improvements required. Candidates should correct and retest as appropriate.

		using appropriate naming conventions to facilitate access by others	
		3.6 Develop and use a test plan to test the video for quality, playback, transitions and titles and credits	
		3.7 Correct any identified faults and apply improvements based on the test plan	
4	Understand how to review the video against the original brief	4.1 Critically review the finished product with the client and record feedback	Critical personal review, commenting on the quality of finished product and its fitness for purpose
		4.2 Describe the quality of the finished product.	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.
		4.3 Explain the fitness for purpose of the finished product.	
		4.4 Identify parameters and constraints that influenced decisions made	Candidates should review their video against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions
		4.5 Produce accurate written records of relevant information about assets obtained such as a) source ownership b) any restrictions on use c) where they are located, filenames given	
			Parameters and constraints should review the entire project and should also discuss the limitations of the equipment used
			Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given

Assessment

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

This unit aims to equip the candidate with the ability to produce work for a client to create digital video sequence 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 products and formats of digital video.

2   A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of digital video to meet the brief. Candidates should be able to produce a work plan for the digital video sequence.

Candidates should create sketches or drawings of ideas.

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

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

3   Be able to produce the digital video sequence in line with their plan to include:

- Recording the original video footage including lighting, changing camera settings, shots and movement in line with the plan

- Checking the format and importing the video footage using appropriate conventions

- Selecting appropriate clips and editing to plan, applying transitions between clips adding titles and credits

- Saving and exporting in an appropriate format and using compressions for the client as agreed

- Developing and using a test plan to test the video for quality, playback, transitions and titles and credits

- Correcting any identified faults and apply improvements based on the test plan, then retesting

These produced files should be digitised for submission although candidates should be encouraged to create them digitally initially.

Evidence should also include a list of file names, types and properties of created 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 product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical review of the quality of the finished products and their fitness for purpose. A review of the digital video sequence with the client must be recorded and a record of feedback submitted.

In this critical review candidates should also identify areas for improvement and further development of the digital video sequence.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

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

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in a compressed digital format.

Students should produce critical review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions (e.g., file formats, asset manipulation, software and hardware constraints, copyright permissions) 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.

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	**Title**		
214V	Creating a digital video sequence	IM1 C12	Work Effectively in Interactive Media Provide Assistance to record and review the video image

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used.

Additional information

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