

Unit Title:	Creating a digital audio-visual sequence
Level:	1
OCR unit number:	114
Credit value:	6
Guided learning hours:	45
Unit reference number:	H/600/7729

Unit purpose and aim

This unit helps learners to understand the basics of digital audio-visual sequences 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 audio-visual products and where they are used
- Plan an audio visual sequence to the client brief
- Create and edit an digital audio-visual 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 audio-visual 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 explore audio-visual products	<p>1.1 Search for a range of audio-visual products listing each with a different purpose</p> <p>1.2 Identify different camera shots used in these audio-visual products</p> <p>1.3 Rate the quality and suitability of the audio-visual products</p>	<p>A range should consist of at least 3 types of audio-visual products, with examples of these within the public domain.</p> <p>Candidates should identify the different camera angles or shot types for each of the identified products</p> <p>Candidates should rate the audio-visual products using a minimum of 4 criteria in the rating in addition to the identification of the audio-visual products. There should be a minimum of 3 products rated.</p>

<p>2 Be able to plan a digital audio-visual product</p>	<p>2.1 Identify the needs of the client</p> <p>2.2 List in order the activities that you will carry out to create an original audio-visual product</p> <p>2.3 Identify the hardware and software that you will need</p> <p>2.4 Create a storyboard of sketches identifying the content and sequence</p> <p>2.5 Identify appropriate file types and formats for use in your audio-visual product</p> <p>2.6 Identify any assets for use in the audio-visual product and list sources</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates need to identify the basic storyline and present this in storyboard format</p> <p>Candidates should list all the activities to be carried out in a logical order. This may change and can be commented on in their review</p>
<p>3 Be able to create the audio-visual product</p>	<p>3.1 Record digital video with sound</p> <p>3.2 Import and edit the digital video with sound</p> <p>3.3 Create the audio-visual product in line with the plan</p> <p>3.4 Save and export the audio-visual product in the required format as specified by the client brief</p> <p>3.5 Organise electronic files using appropriate naming conventions to facilitate access by others</p>	<p>Candidates should evidence the process with screen captures of digitising and trimming of the recorded video with sound</p> <p>Trimming can be a simple topping and tailing of clips</p> <p>Editing may include the addition of titles and transitions to create the final audio-visual product</p>
<p>4 Understand how to review the audio-visual product against the original brief</p>	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</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>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work</p>	<p>Candidates should identify strengths and weaknesses and suggest how they could improve their digital video and sound 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>
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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 a digital audio-visual 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 use and purpose of digital audio-visual products.
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of digital audio-visual products for a sequence to meet the brief. Candidates should be able to list in order the activities to be carried out to create the digital audio-visual 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 audio-visual sequence in line with their plan to include:
 - Recording a digital video with sound

- Importing and editing the digital video with sound
- Creating the audio-visual product in line with the plan
- Saving and exporting the audio-visual product in the required format as specified by the client brief

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 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

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*.

Details of relationship between the unit and national occupational standards

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
114	Creating a digital audio-visual sequence	IM1 ANIM 21 S17	Work Effectively in Interactive Media Create Digital Visual Effects Record sound on location

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).