OCR

Oxford Cambridge and RSA

Unit Title:	Video composite effects
Level:	3
Sub-level:	Unit 303
Credit value:	7
Guided learning hours:	60

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of video special 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 project planning and creation process:

- Candidates will investigate different types of video special effects and discuss the features and where they are used
- Create and maintain a project plan for the creation of a video special effects to the client brief
- Create and edit the composite video sequence
- Evaluate 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 video composite 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 investigate visual special effect technologies and solutions	1.1 Research and describe the current and historical uses and applications of composite special effects within the media industry to include a) their purpose b) the genre c) target audiences 1.2 Investigate approaches to post-production technology and formats relating to special video effects 1.3 Identify any emerging	Research notes may include the comparison of historical and remade films and how different genres rely to differing degrees on the use of the techniques. Photographic evidence of equipment with notes and specifications eg weather broadcast, fantasy adventure sequences, pop sequences etc. Principles for investigation would include compositing/layering, key frames, chroma key technologies, animated

		technologies for video special effects	typography.
		1.4 Compare and contrast film effects used in original films with more recent remakes	Candidates should identify the use of video techniques to create visual effects i.e. the use of blue/green screen, CGI, augmented reality
2) Be able to plan a composite video sequence with special effects according to a client brief		2.1 Identify client requirements for a special effects sequence with consideration for the target audience 2.2 Generate a range of original outline visualisations for the video sequence and review with the client, identifying the a) format b) length c) props d) special effects 2.3 Create a storyboard for the identified sequence 2.4 Create and maintain a project plan to include a) tasks b) timescales c) resources 2.5 Identify key stages, production constraints and contingency planning 2.6 Describe the legal and ethical issues related to using video and adding special effects	Identify the constraints and requirements for location footage Identify the constraints and requirements for green/blue screen studio footage Location shoot and studio shoot List of personnel with relevant skills Studio lighting and equipment layout including subject/object A range indicates a minimum of 3 visualisations
3 Be able to create, test and export the composite video sequence with special effects		3.1 Record or source blue/green screen footage 3.2 Record or source background/foreground images 3.3 Source/create additional assets 3.4 Edit composite layers to create the video sequence 3.5 Edit the video sequence to the required length 3.6 Add visual special effects	Identify and use appropriate pre-production material eg. risk assessments, studio plan, storyboard, studio layout etc. Identify and apply appropriate light settings using a light meter or zebra settings on the camera Permission to film on location and model release forms Evidence of successful download and import

	to enhance the video sequence	CODEC and settings MPEG 4,
	3.7 Import/create a title graphic on the timeline applying a visual special effect to further enhance the sequence	
	3.8 Develop and use a detailed test plan to test the sequences	
	3.9 Correct any identified faults and retest using the test plan	
	3.10 Render and export, saving the sequence in appropriate format(s) for the client as agreed	
	3.11 Organise electronic files using appropriate naming conventions to facilitate access by others	
4 Understand how to evaluate the final composite video sequence against the client brief	4.1 Identify parameters and constraints that influenced any decisions that were made	Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose
	4.2 Critically evaluate the quality of the finished product and its fitness for purpose	Obtain feedback from the client and/or the target audience
	4.3 Evaluate the video sequence with the client and analyse feedback	Identify parameters and constraints that influenced decisions made. For example asset manipulation, file formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc
	4.4. Identify areas for improvement and further development of the video sequence, using your own critical evaluation and the analysis of client feedback	
	4.5 Review the technical and aesthetic qualities of the final outcome	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 professional work for a client to create video 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 research and investigations, discussing the use and purpose of video special effects.

2   A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of composite video effects to meet the brief. Candidates should be able to produce a project plan to create and manage the composite video sequence.

Candidates should create sketches or drawings of ideas.

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

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation and maintained throughout the project

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

- Recording or sourcing blue/green screen footage

- Recording or sourcing background/foreground images

- Sourcing/creating additional assets

- Editing composite layers to create the video sequence

- Editing the video sequence to the required length

- Adding visual special effects to enhance the video sequence

- Importing/creating a title graphic on the timeline applying a visual special effect to further enhance the sequence

- Developing and using a detailed test plan to test the sequences

- Correcting any identified faults and retesting using the test plan

- Rendering and exporting, saving the sequence in appropriate format(s) for the client as agreed

- Organising electronic files using appropriate naming conventions to facilitate access by others.

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 an evaluation 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 evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the composite video sequence with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the composite video sequence using their own critical evaluation and the analysis created from the client feedback.

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 compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the 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**		
303	Video composite effects	IM1 PI 1	Work Effectively in Interactive Media Apply Copyright and Other Laws Relating to Usage and Licensing of Images

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. Other equipment may include cameras, microphones and props.

Additional information

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