**TOPIC: Moving Image**

**Task 1**: Produce a 120 second film trailer for a feature film aimed at a specific target audience. You also need to be able to create a DVD cover and a poster to be used as part of a print campaign.

Your trailer sequence must strike a balance between creativity and the application of appropriate codes and conventions. It must use original material wherever possible. Each member of the group must contribute to the editing process individually. You need to:  
 \* Conduct research into existing film trailers or opening sequences.   
 \* Conduct research into your potential audience, using analysis of existing texts, charts, surveys, or questionnaires.

**All evidence of planning should be kept and submitted, including briefs, sketches, storyboards, scripts, drafts, etc.**

To get a good grade, you should show confidence in handling technology by demonstrating:  
 \* Careful framing of shots  
 \* Editing appropriate to the nature of the production and audience  
 \* Evidence of consideration being given to lighting, mise-en-scene and sound.  
 \* The use of narration, titles, narrative clues and a selection of fast cuts of different scenes.

**CONSTRUCT AND EVALUATE (A04 30 marks)Construct** and Evaluate *(AO4 30 marks)*

**Level 6 25–30 marks**

Candidates construct their product(s) using production skills appropriately and effectively. They handle

technology confidently, including ICT, and use the techniques and conventions of the chosen medium

and genre creatively. They evaluate their products making cogent and critical connections between the

experience of carrying out the production and all the key concepts. Evaluation responses are

communicated using accurate spelling, punctuation and grammar.

**Level 5 19–24 marks**

Candidates construct their product(s) using production skills clearly and appropriately. They handle

technology competently, including ICT, and use the techniques and conventions of the chosen medium

and genre effectively. They evaluate their products successfully, making connections between the

production and the key concepts. Evaluation responses are communicated using mainly accurate spelling,

punctuation and grammar.

**Level 4 13–18 marks**

Candidates construct their product(s) using appropriate production skills. They utilise technology,

including ICT, and use appropriate techniques and conventions of their chosen medium and genre.

When evaluating their products they are able to discuss how some of the key concepts have informed

their production. Evaluation responses are communicated using some accurate spelling, punctuation

and grammar.

**Level 3 7–12 marks**

Candidates construct their product(s) using some appropriate skills. There is evidence of some

appropriate techniques, including ICT, and conventions of their chosen medium and genre. Evaluation

may be largely descriptive but some key concepts may be addressed. In the evaluation, communication,

including spelling, punctuation and grammar may not be wholly effective.

**Level 2 1–6 marks**

Candidates attempt to use practical processes, techniques and technologies, including ICT, to create a

recognisable media product. They provide a simple review of the production. In the evaluation,

communication, including spelling, punctuation and grammar may be limited.

**Level 1 0 marks**

**Task 2:** Each member of the group must write a 700-800 word evaluation on how the final product effectively addresses all for key media concepts (Media Language, Audience, Institution and Representation).

Each member of the group must have a specific role/task to complete, and it must be clearly indicated in the written evaluation. Each member must submit their own individual evidence of research and planning in the written evaluation.

You should reflect on:

* 1. How the aims of the production have been met
  2. How the product applies appropriate codes and conventions and uses appropriate media language
  3. How the product represents people, places or events
  4. Where and when the product would be exhibited
  5. What regulations and controls might be applied to the product and how these have been taken into consideration
  6. The strengths and weaknesses of the product in terms of meeting the needs of its audience.

RESEARCH, PLANNING and PRESENTATION (A03 15 Marks)

Assignment 3

Research, Planning and Presentation *(AO3 15 marks)*

**Level 6 13–15 marks**

Candidates research and plan independently and effectively. They demonstrate flair and creativity

through their pre-production work which is convincing and engaged and uses appropriate forms and

conventions. They draw on relevant products, concepts and contexts. Material is presented skilfully.

There is a clear understanding of how audiences are identified and how production is tailored to

audience needs and expectations.

**Level 5 10–12 marks**

Candidates research and plan successfully. There is evidence of imagination in the pre-production

work which is clearly fit for purpose and uses many appropriate forms and conventions. Material is

presented effectively. Audiences are identified, their needs are taken into consideration and awareness is

demonstrated of how this has shaped the ideas.

**Level 4 7–9 marks**

Candidates have researched and planned their pre-production work appropriately. Ideas are apt and

mostly employ appropriate forms and conventions. Material is well presented. Candidates are able to

identify and target audiences. They indicate how this has informed their plans and ideas.

**Level 3 4–6 marks**

Candidates show evidence of research and planning. Their ideas show some understanding and

involvement with the task and use some appropriate forms and conventions. There is a basic attempt to

present the work in a straightforward way. Some understanding of appealing to a potential audience is

evident.

**Level 2 1–3 marks**

Candidates use minimal research and planning to inform their pre-production work. They have some

ideas that are at least partly relevant or appropriate to the task. Some forms and conventions may be

employed. Presentation of the material is limited.

**Level 1 0 marks**

No work worth the award of a mark.