TEACHER: Mr Gunn

SEMESTER 1, TERM 1
UNIT 1: The Moving Image

TIME ALLOCATION: 4 Weeks

DIMENSIONS: Design (Individual) (Formative)

KEY AREAS: Audience & Language

ASSESSMENT INSTRUMENT: F11.1 Promotional Film Proposal (Individual)

CONDITIONS:
- Production length 1 to 3 Minutes
- 3 Column Script suitable for 1 – 3 minute film
- Storyboards 6 - 12

TASK DESCRIPTION:
The Principal of Aldridge SHS has asked for proposals for a suitable idea for a promotional / infomercial style video that would encourage enrolments and promotes Aldridge SHS OR promotes enrolments in a specific specialist subject eg. Film & Television; Music; Art; HPE; Home Economics or Agriculture. The Target audience is Year 7 primary Students to Year 10 High School students and their parents.

For your Production Design Proposal you are to complete the Production Proposal Booklet, a 3 Column Script suitable for a 1 – 3 minute film and complete between 6 to 12 storyboards.

The Storyboard is to include as exact a number of detailed shots possible within the time frame permitted.

In Film, Television & New Media at Aldridge SHS nudity, swearing, overtly sexual themes, drug themes, violent images or actions that could be perceived as breaking the law are strictly prohibited.

If you are unsure ask your teacher.

This film will be produced at school and will need to include most of the following examples of technical and symbolic codes used in creative and entertaining ways.
- Variation of Shot Sizes (ELS; LS; MS; MCU; CU; ECU.)
- Various examples of different Camera Angles eg. High, Extreme High, Low, Extreme Low.
- Appropriate Reverse Angles / Cutaways / insert footage
- Short Vox Pop interview
- Reflection shot
- Voice Over Narration
- Suitable transitions between scenes (Dissolves / Wipes / Fades etc)
- Suitable Music in Appropriate scenes
- Titling (Name of Interview Subject eg Mr Jones HOD Agriculture)

The storyboard design should demonstrate the student’s knowledge of how to:

Audience:
- Aim to position audiences for particular purposes in promotional/informational films.

Languages:
- Use or challenge technical and symbolic language codes within the context of promotional/informational films.

Photocopy this assignment BEFORE you submit because you will use it for your production.

COMMENTS:

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<td>Design</td>
<td>The Student effectively applies the key concepts of <em>Audience and Language</em> to create detailed, coherent proposals that proficiently use the conventions of storyboard and script formats.</td>
<td>The Student applies the key concepts of <em>Audience and Language</em> to create detailed, coherent proposals that use the conventions of storyboard and script formats.</td>
<td>The Student applies aspects of the key concepts of <em>Audience and Language</em> to create developed &amp; workable proposals that use some of the conventions of storyboard and script formats.</td>
<td>The Student loosely relates the key concepts of <em>Audience and Language</em> to partially develop ideas for products using some aspects of storyboard and script formats.</td>
<td>The Student partially develops ideas that may relate to a storyboard or script format.</td>
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