ALDRIDGE SHS         11 Film, Television and New Media         STUDENT: _______________________

TEACHER: Mr Gunn

SEMESTER 1, TERM 2 SET: Week 4
UNIT 1: Mass Media Information DUE: Week 8

ASSESSMENT INSTRUMENT: F11.2 Production

DIMENSIONS: Production (Individual, Formative)

KEY AREAS: Technologies & Audience

CONDITIONS: Production Length: 1 - 2 minutes

TASK DESCRIPTION:
Working individually, (i.e. on your own) and using the photocopy of your recently completed Production Design Proposal, you are to film and edit your Promotional / Infomercial Video. The production work, filming and editing is to be done mostly in class time and time out of school for editing will be available.

You are NOT required to be in front of camera as it is your skill using the camera and editing equipment to produce a finished, polished interview on tape that is being assessed.

The Title at the start of the film and an end credit with your name is to be included in the time limit but they should only run for 5 – 8 seconds each. Blooper reels at the end of your film are not acceptable and will not be assessed.

(The photocopy of the original storyboard submitted is to be re-submitted with the completed polished production.)

Production is to be completed by the due date. NO EXTENSIONS.

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.

The edited production is to be submitted accompanied by the appropriate documentation such as:
- photocopy of original proposal and storyboard submission with amended notations to the original.
- shooting script
- production log
- edit script
- production notes (Include diary notes)
- release forms
- location agreements

In this Production the student will:
Technologies:
- Select, construct, manipulate and juxtapose moving images through the use of technologies to make a promotional/infomercial film.

Audience:
- Address audiences as consumers, citizens or imaginative beings for promotional/informational film.

Presentation of the written material as well as the finished polished production is assessed.

COMMENTS:
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<td>Production</td>
<td>The Student effectively applies the key concepts of <em>Audience &amp; Technology</em> to create products that realise the potential of production practices.</td>
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<td>The Student applies aspects of the key concepts of <em>Audience &amp; Technology</em> to create products using production practices.</td>
<td>The Student loosely relates the key concepts of <em>Audience &amp; Technology</em> to the making of product components using some production practices.</td>
<td>The Student records moving images and/or sound.</td>
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