Assessment Task for Stage 5: Year 10

Subject: Photography and Digital Media 2015

Assessment Task No. 2

Date:
Part A
Term: 2
Week: 2B
Date: 30th April

Part B/C
Term: 2
Week: 4B
Date: 14th May

THIS ASSESSMENT TASK CAN BE FOUND ON THE COLLEGE WEBSITE UNDER THE LEARNING AND TEACHING TAB

Submission Instructions

- Submit the task by handing to your teacher and signing a class list during your lesson on the due date.
- This cover sheet must be attached to the task.
- Penalty for late submission of an assessment task
  - Assessments submitted after the lesson on the due date will immediately receive a Thursday Workshop (2 hours) during which time the task will be completed and submitted, pending a note from parents explaining the absence.

PLEASE NOTE: THIS TASK WILL NOT BE ASSESSED BY YOUR TEACHER UNLESS YOU HAVE ASSESSED YOUR PERFORMANCE BY HIGHLIGHTING OR TICKING THE APPROPRIATE BOXES ON THE ATTACHED ASSESSMENT CRITERIA

Outcomes being Assessed

- 5.1 Develops range and autonomy in selecting and applying photographic and digital conventions and procedures to make photographic and digital works.
- 5.3 Makes photographic and digital works informed by an understanding of how the frames affect meaning.
- 5.4 Investigates the world as a source of ideas, concepts and subject matter for photographic and digital works.
- 5.5 Makes informed choices to develop and extend concepts and different meaning in their photographic and digital works.
Student Confirmation

By handing the task in for assessment, I agree that:

1. I did this work.
2. I know that this work may be checked to make sure that it is my work.
3. I can use things that other people have written and said but I must tell the reader/viewer when I do this.
4. If I don’t do the work myself and use other people’s work and pretend that this is mine this is called plagiarism and I will have to redo the task.
5. I have a copy of this assessment if the original is lost or stolen.

Student’s signature: ________________________________ Date: ____________
1. Description of the Task

As a young film maker you are asked to create a 30 second Commercial and Poster.

A poster is a paid announcement in print, broadcast, or electronic media, designed to attract public attention or patronage.

You are asked to complete:
- Part A – Commercial (Body of Work -BOW)
- Part B - Poster
- Part C – Photography & Digital Media(PDM) Journal

Part A – 30 second Commercial

Students work individually to create an edited advertisement of 30 to 60 seconds based on a self-developed brief.

Students must select and identify a film genre to develop and produce their advertisement which will be burnt to a CD/DVD

- Film genres:
  - Action
  - Adventure
  - Comedy
  - Crime
  - Drama
  - Epic/Historical
  - Horror
  - Musical
  - Science fiction
  - War
  - Western and more (refer to the film genre homework task)

- Students may consider any of the following when investigating ideas in developing a brief for a particular audience.
  - Products – breakfast cereal, chocolate, cosmetic, cars, toys, domestic ware, cat and dog food, fashion, pizza etc.
  - Events – Easter, sporting, film opening
  - Places - holidays
  - Nurseries
  - Charities
  - Any other ideas are welcome, and need to be negotiated with your teacher.

Part B-Poster

Each student must work individually to digitally create a poster to be printed on A4 digital photo paper. This poster must be printed prior to the submission date. This must relate directly to the advertisement, and must incorporate one image and some text. See scaffold
Part C - Journal

- You are to document your PDM Journal thoroughly based on the advertisement. The Journal must include all planning and evaluation procedures including pre-production, production and post-production processes used in making the film/video.
- Please use the attached scaffold to help you document and sequence all planning activities involved in leading to the shoot, and possible editing ideas for the advertisement.
- The advertisement must be aimed at a specific target audience.

You must demonstrate an appropriate application of text, sound and visual effects if required. You need to acknowledge any sources, so as not to break copyright. This must be recorded in your PDM Journal.

You must assess your work using the provided criteria and write a 100 word statement as to why you awarded yourself this grade in the Journal.

2. Classroom Learning:

Students will be prepared to effectively complete this task through:

- **Learning to** (skills)
  - maintain Journal- students have used one since Year 9, and the Journal in Year 10 is seen as a refinement of developing skills.
  - use the Photographic and Digital Media Journal as an ongoing account of practices that record research, brainstorming, scripts, storyboards, some homework and experimentation with materials and evaluations.
  - identify an audience and develop film for specific audiences.
  - develop skills in researching movie/film posters.

- **Learning about** (knowledge)
  - videographers and their filmmaking practices; strategies, conventions and procedures to make photographic and digital moving works.
  - Using scaffolds to plot concept, theme, character and storyline of film.
  - A range of short films produced professionally and amateur films from Tropfest.
  - Layout and design for posters.
  - Film techniques/languages and film editing in IMovie, Movie Maker and Adobe Premiere Pro.
  - Shot types and production, pre-production and post-production conventions.

Glossary Terms used in the assessing this task:

**Evaluate:** Make a judgment based on criteria; determine the value of

**Identify:** Recognise and name

**Investigate:** plan, inquire into and draw conclusions about

**Demonstrate:** Show by example

**Subject Specific Terminology**

- **Genre** – type/style of film
- **Storyboard** – developing the film by identifying shot types and characters in visual form.
- **Editing** – manipulating film footage
- **Pre-production** - planning, storyboard, script, job list
- **Production** – the shooting of the film/video
- **Post production** – editing the footage and adding audio

- **Shot types** – close up, long shot (in scaffolds)
- **Digital** – electronic process of imaging
### Task

<table>
<thead>
<tr>
<th>Pre - production</th>
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<tbody>
<tr>
<td><strong>Brainstorming</strong></td>
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<tr>
<td>At least 2 brainstorming maps that explore your chosen film <em>genre</em>. <strong>Evaluate</strong> your idea. What do you like/dislike? How do you think you will film the idea? <strong>Develop a 50 to 70 word brief for your advertisement.</strong></td>
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<tr>
<td><strong>Research</strong></td>
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<tr>
<td><strong>Investigate</strong> 5 Commercials related to your brief. <strong>Describe</strong> how you will be using aspects of research for your advertisement. Once this is completed you need to complete a “<strong>statement of intention</strong>”. (150 to 200 words)</td>
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<td><strong>Video production process</strong></td>
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<td><strong>Identify</strong> the roles people have in film production. How will you fulfill each role? <strong>Who will you ask for help?</strong></td>
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<tr>
<td><strong>Storyboard</strong></td>
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<tr>
<td>Include: Sketches of each shot - camera angles and <strong>shot types</strong>. <strong>Evaluate</strong> at the conclusion of your <strong>storyboard</strong>. How are you performing? <strong>Identify</strong> any problems and how they have or could be resolved.</td>
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<tr>
<td><strong>Character chart</strong> see attached sheets <em>(if appropriate)</em></td>
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</tbody>
</table>
| Complete character charts for each character/s in your film. Include:  
- Name  
- Age  
- Appearance  
- Personality  
- Strengths  
- Weaknesses  
- Goals  
- Any other details |  |
| **Theme chart** see attached sheets |  |
| Complete a theme chart. Include:  
- Title  
- Main character goals  
- Main conflict  
- Main theme  
- Beginning of theme  
- Development of theme  
- Climax of theme  
- Resolution of theme |  |

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**Tick date & sign when completed**
**Story map see attached sheets**
Complete a story map. Include:
- Title
- Main characters
- Other characters
- Conflict
- Setting
- Developing action event 1
- Developing action event 2
- Developing action event 3
- Climax
- Resolution

**Chronological order of the commercial**
In steps, record the events that are occurring in your commercial production

**Script**
Write your script. Include: location, day/night, conversations, music, voice over, sound effects (refer to Fusion commercial sheets – provided in class)

**Costuming**
Describe and identify costumes, (if any) and say where you acquired them.

**Props**
What do you need?
Do you need to make anything?

**Ongoing Evaluation**
Records of ongoing self evaluations throughout your PDM Journal are needed at least twice a week. Include peer evaluations once a week.

**Evaluate**
Final evaluation of your advertisement process before filming.

**Post Production**
Evaluate the process of editing and specific applications used in editing film-post production in order to produce a polished commercial.
For Your Poster design you are to follow the visual layout of a movie poster and follow the instructions that relate to your Commercial Product

**PART B:**
MOVIE/ COMMERCIAL POSTER
SCAFFOLD

- Commercial’s “Catch Phrase”
- Quote about the movie’s story
- Image from the movie
- Image from the commercial
- Name of Main Characters
- Name of Main Actors
- Produced by, List of other actors
- Product used by.. (list of celebrities)

**Movie Poster Layout**

- Name of Director
- Name of Main Characters
- Name of Main Actors
- Produced by, List of other actors
- Image from the movie
- Image from the commercial

**In LARGE BOLD heading the name of the Movie**

**Date Movie opens up at Cinemas**

**Date product comes to stores “Coming to a store to you on..”**

**Name of Company who manufactures the product**

**In LARGE BOLD heading the name of the Product**
<table>
<thead>
<tr>
<th>ELEMENTARY ACHIEVEMENT</th>
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<th>SOUND ACHIEVEMENT</th>
<th>HIGH ACHIEVEMENT</th>
<th>EXCELLENT ACHIEVEMENT</th>
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<td><strong>Use a convention for the commercial.</strong> (pre-production)</td>
<td>Use film/video imaging conventions to show an idea in the commercial. (pre-production)</td>
<td><strong>Investigate</strong> and apply some film/video imaging conventions to show the commercial. (pre-production)</td>
<td><strong>Investigate</strong> and apply appropriate film/video imaging conventions to show the intention of the commercial. (pre-production)</td>
<td><strong>Investigate</strong> and apply appropriate film/video imaging conventions to elaborate the intention of the commercial sequentially. (pre-production)</td>
</tr>
<tr>
<td><strong>Create a commercial that is loosely aligned to some aspects of a genre.</strong> (production)</td>
<td>Create a commercial that is aligned to some aspects of a genre. (production)</td>
<td>Create a commercial that is aligned to a genre. (production)</td>
<td>Create a commercial that is consistently aligned to a specific genre. (production)</td>
<td>Create a commercial that is consistently aligned explicitly to a specific genre. (production)</td>
</tr>
<tr>
<td><strong>Use one aspect of post-production, to show an audience.</strong></td>
<td>Apply one post-production technique to the commercial to show to an audience.</td>
<td>Select and apply some post-production techniques to the commercial to show to an audience.</td>
<td>Select and apply post-production techniques to the commercial including audio, text, transitions and special effects to engage an audience.</td>
<td>Select and apply appropriate post-production techniques to the commercial including audio, text transitions and special effects to explicitly engage an audience.</td>
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# Year 10 Photography and Digital Media Task No. 2 Part B. Poster

## Marking Criteria

Through the completion of this assessment task, you have demonstrated the ability to

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<tr>
<td>Use some text to show an idea.</td>
<td>Use some text to show an idea for the purpose of the commercial.</td>
<td>Select and apply some text to show the purpose of the commercial.</td>
<td>Select and apply appropriate text to show the purpose of the commercial.</td>
<td>Select and apply appropriate text to elaborate the purpose of the commercial.</td>
</tr>
<tr>
<td>Use an image/s to show an idea.</td>
<td>Use an image/s to show an idea for the commercial.</td>
<td>Select and apply image/s to show the purpose of the commercial.</td>
<td>Select and apply appropriate image/s which shows the purpose of the commercial.</td>
<td>Select and apply an appropriate image/s which elaborates the purpose of the commercial.</td>
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<td>Make a digital poster.</td>
<td>Create a digital poster and apply some design conventions.</td>
<td>Create a digital poster that identifies an audience and applies some design conventions.</td>
<td>Create a digital poster that identifies a specific audience and applies a variety of design conventions.</td>
<td>Create a digital poster that explicitly identifies a specific audience and applies a variety of design conventions.</td>
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Through the completion of this assessment task you have demonstrated the ability to:

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<td>Record some processes in the PDM Journal.</td>
<td>Record processes and procedures in the PDM Journal which describes how the commercial is being made.</td>
<td>Record processes and procedures in the PDM Journal which explain your intentions, actions and choices in making the commercial for an audience.</td>
<td>Record processes and procedures in the PDM Journal which examine your intentions, actions and choices in making the commercial for an audience.</td>
<td>Record processes and procedures in the PDM Journal which analyse and elaborate your intentions, actions and choices in making the commercial for an audience.</td>
</tr>
<tr>
<td>Outline some aspects of a script, <strong>storyboard</strong> and idea.</td>
<td>Apply techniques to write a script, <strong>storyboard</strong> and concept.</td>
<td>Apply appropriate techniques to write a script, <strong>storyboard</strong>, and concept.</td>
<td>Apply appropriate techniques to write a detailed script, elaborated <strong>storyboard</strong> and concept.</td>
<td>Identify and apply appropriate techniques to write a detailed script, elaborated <strong>storyboard</strong>, and refined concept.</td>
</tr>
<tr>
<td>Record comments by self and peers.</td>
<td>Record some <strong>evaluations</strong>, both self and peer.</td>
<td>Record some ongoing evaluations both self and peer.</td>
<td>Record ongoing <strong>evaluations</strong>, both self and peer.</td>
<td>Record ongoing critical <strong>evaluations</strong>, both self and peer.</td>
</tr>
<tr>
<td>Use, at least one subject specific term, with assistance.</td>
<td>Use at least one subject specific term.</td>
<td>Use some subject specific terminology correctly.</td>
<td>Use subject specific terminology correctly.</td>
<td>Use subject specific terminology consistently and correctly.</td>
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