

## BTEC Creative Media Production

### Unit 7 Developing Video Products

Learning outcomes		Success criteria	
1	Know digital video production technology and techniques	1.1	Identify digital video equipment
		1.2	Describe digital video techniques
2	Be able to generate ideas for a video production	2.1	Collect information from different sources to generate ideas for a video production
3	Be able to apply pre-production techniques	3.1	Prepare a plan to produce an agreed video production
		3.2	Prepare a storyboard for an agreed video production
4	Be able to undertake production and post-production work for agreed video production	4.1	Choose equipment to produce agreed video
		4.2	Demonstrate production skills while producing agreed video
		4.3	Follow post-production processes for agreed video production
		4.4	Follow health and safety procedures
5	Be able to review own work	5.1	Collect feedback on work from different sources
		5.2	Review aspects that went well
		5.3	Review aspects that could be improved

#### Unit introduction

The main emphasis of this unit is on the processes involved in video production work.

After an initial investigation of video production techniques, you will work through the three stages of pre-production, production and post-production, to produce a video product.

#### 1.1 Identify digital video equipment









## 1.2 Describe digital video techniques

Identify the different camera shots and angles and techniques





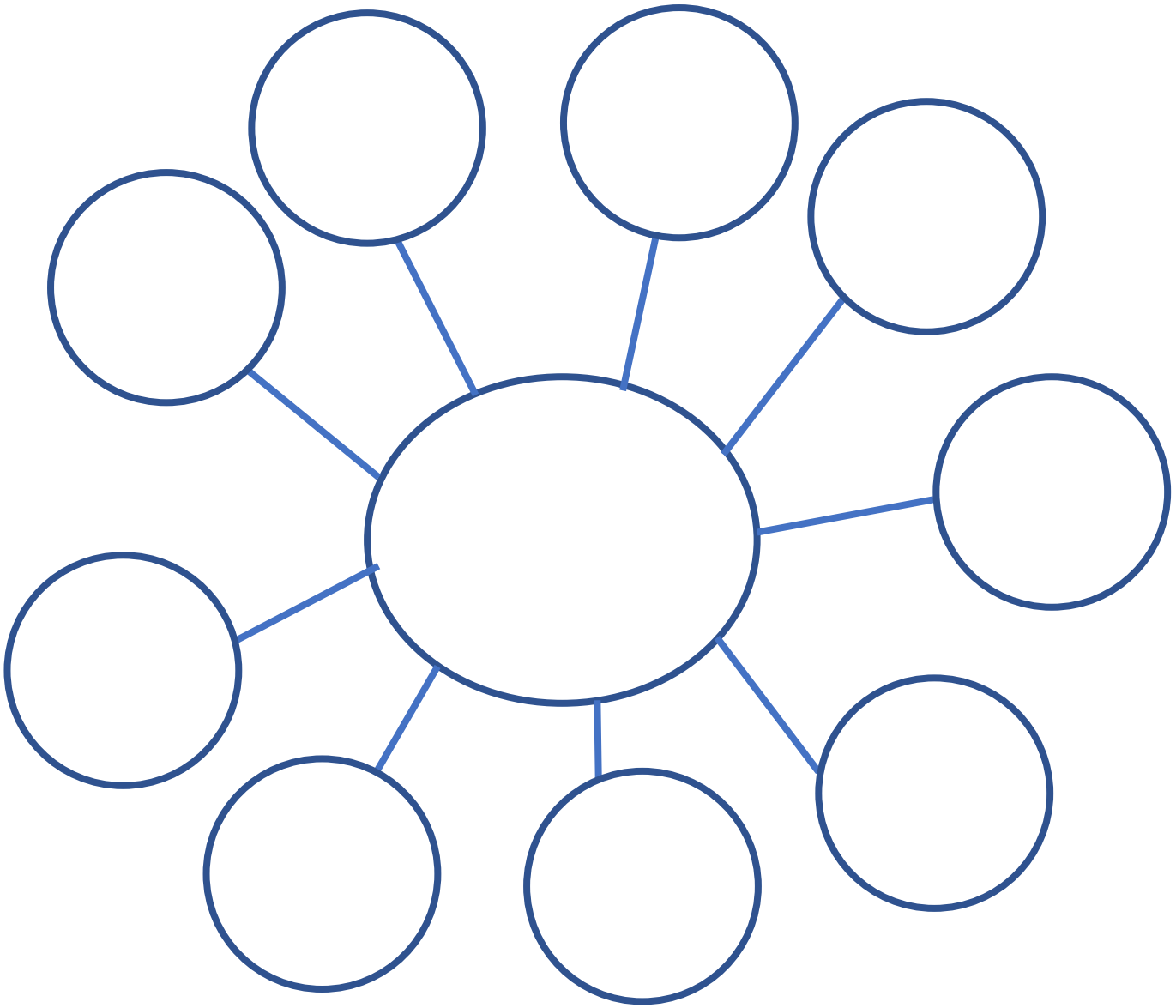



## 2.2 Collect information from different sources to generate ideas for a video production.

Task 1: Create a log of different sources for your video ideas. It can be tv shows or films that you watched, adverts, sports, YouTube videos.

Task 2: Create a mindmap with the ideas for your video.

- ❖ You can use the template bellow or create your own.



**3.1 Prepare a plan to produce an agreed video production**

**3.2 Prepare a storyboard for an agreed production**

Task 1: Write a letter to the producers of the TV programme which explains the video clip you are doing, the purpose of your video and who the target audience is. Your letter should also explain why you have not chosen the other video options.

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Task 3: Create a plan for your video. Make sure you include time lines, equipment list, location, audience, budget, resources needed.

Task 2: Create a storyboard and script for your video.

- ❖ You can download a storyboard template on the following website:

<https://www.bbc.co.uk/northernireland/myplacemyspace/downloads/promote-your-day-out/storyboard-template.pdf>

#### 4.1 Choose equipment to produce agreed video

List the equipment needed for video

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### 4.2 Demonstrate production skills while producing agreed video.

#### 4.3 Follow post-production processes for agreed video production

To create your video, you can use the resources you have at home. Try and create a simple video sequence using your smartphone camera.

#### 5.1 Collect feedback on work from different sources

#### 5.2 Review aspects that went well

#### 5.3 Review aspects that could be improved

Once you finish your video you can ask someone in your house for feedback, and think on what went well and what could be improved.

What went well	What could be improved