BTEC Firsts Information and Creative Technology
Unit 7: Creating Digital Video

Unit introduction

Video is one of the most powerful ways to convey a message in modern society and different types of video are transmitted worldwide. These range from a documentary or news item that can change minds and encourage people to take action to a movie that will entertain, or a well-made advert that can increase product sales or raise money for a charity. Job roles which use digital video include camera operators who capture original footage, and editors who use computers to manipulate the original footage and combine it with other assets such as animations, audio and text.

In this unit you will investigate the range of applications and features of digital video products which have been created for a specific audience and purpose. You will apply some of your findings to your own digital products.

Learning aims

In this unit you will:

   A. Understand the applications and features of digital video products.
   B. Design a digital video product.
   C. Create, test and review a digital video product.

Learning aim A: Understand the applications and features of digital video.

<u>Applications of digital video products:</u>

Digital video products: TV news, segment, soap opera, game show, documentary, advert, movie trailer.

<u>Purposes and effects of digital video:</u>

•   Information: to know what is happening
•   Escapism: to seek distraction from daily life
•   Entertainment: to provide enjoyment
•   Profit: to make money
•   Community work: to help local community
•   Evoke emotion

Task 1: Identify the type and purpose of the following digital video products:

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Audience:

- The term audience refers to everyone who **consume** media products
- The *audience* is vital to the success of all forms of media (magazines, films, music videos).
- Without an audience the media industry would **not** survive...

Primary and secondary audiences:

- **Primary:** is the audience that the media producer sets out to target. Example: The target audience for Top Gear is men

- **Secondary:** is one that engages with the product although it was not the intended target. Example: Women that likes cars and watch Top Gear.

Task 2: Identify the primary and second of the following digital video products.

EastEnders BBC

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BBC NEWS

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Justin's House THE FANTASTIC BUMPER COLLECTION

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Features of digital video:

- File types – avi, mpeg, mov
- File sizes
- Timing and length
- Quality
- Codecs
- Platforms and compatibility
- Resolution – HD, SD, for web
- Bit rate
- Frames per second
- Layers

Assignment brief:

You work for a TV company that produces a breakfast TV programme. You've been asked to produce a new segment for the programme, providing a round-up of funny news items. Before you design a pilot segment to show the producers of the programme, you need to research existing video segments. Review at least three existing and different digital video products/clips and explain features about the technical qualities, content and the message/purpose. Match these features to the target audience and analyse the impact of the clip on the audience. What could be improved in the clip? What are the strengths of the clip?

Task 1: Select two digital video products that you find interesting, and write a report explaining why the videos interest you, how they are fit for purpose, who the intended audience is and what effect the video clips have on the intended audience.
Write a report to the producers which shows screenshots of the videos that show examples of the following: informing the user, recording events, entertainment, education, raising awareness and advertising. You must also explain in your report why the videos interest you, how they are fit for purpose, who the intended audience is, what effect the video clips have on the intended audience and their strengths and weaknesses

❖ You can choose tv shows, soap, adverts, films, trailers, animation.

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Check list

- ❑ Audience
- ❑ Purpose
- ❑ Intended effect
- ❑ Strengths
- ❑ Weaknesses

Learning aim B: Design a digital video product.

Assignment brief:

You work for a TV company that produces a breakfast TV programme. You've been asked to produce a new segment for the programme, providing a round-up of funny news items. Design a video clip based on the requirements of the producers of the programme. Explain the purpose and target audience. Write a complete script and storyboard and create a recording schedule and log sheet. Recruit a cast/crew and carry out a recce of filming location(s). Consider any alternative ideas in the design for the TV segment. Justify how this design entirely meets the brief from the producers.

Task 1: Create a mindmap of ideas for your 'funny news item' video clip for the TV producers.

❖ You can use the template bellow, or you can create your own.
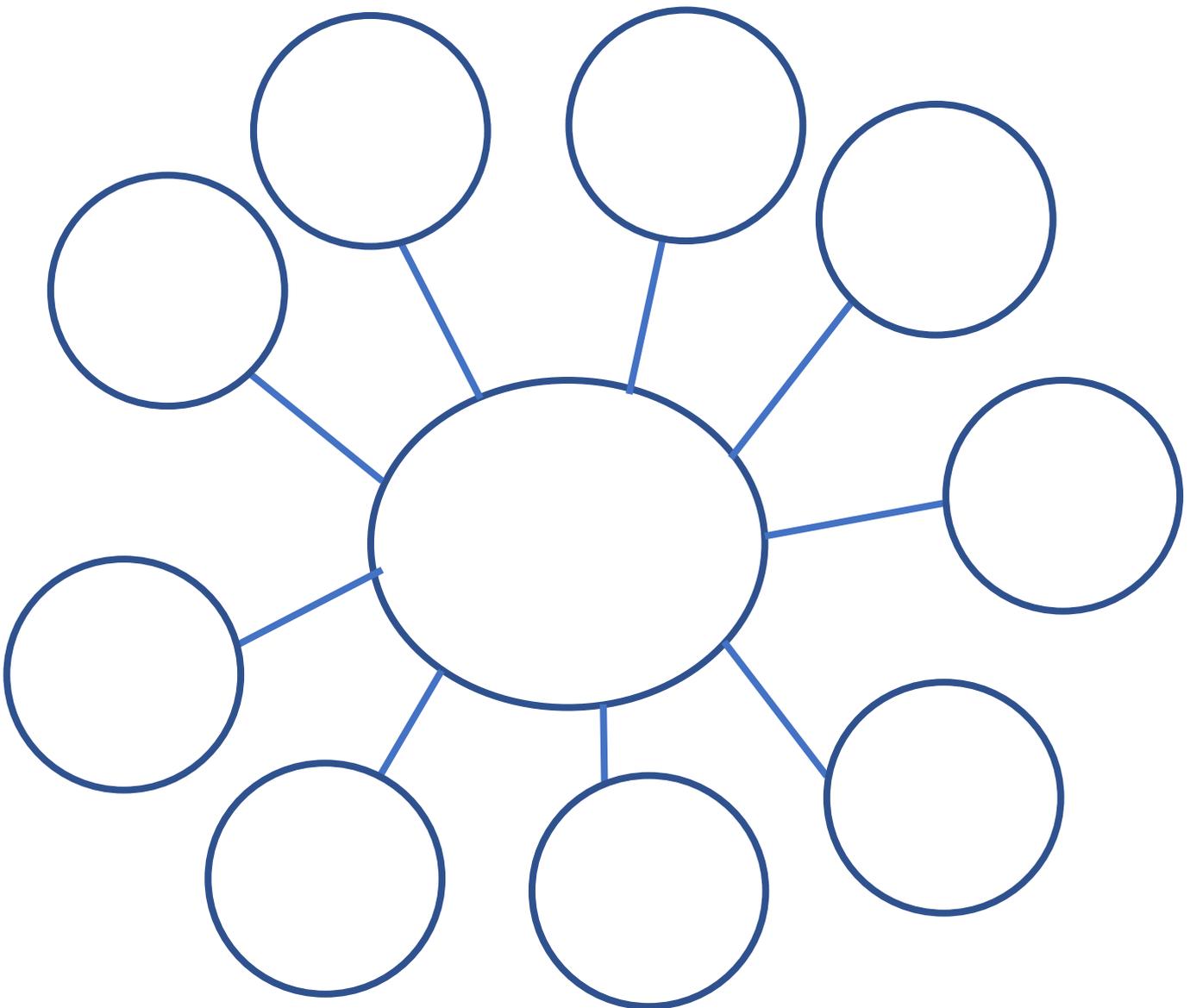
Task 2: Write a letter to the producers of the TV programme which explains the video clip you are doing, the purpose of your video and who the target audience is. Your letter should also explain why you have not chosen the other video options.

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Task 3: Create a storyboard and script for the roundup of 'funny news items'.

Task 4: Create an advert for 'actors' for your video that will appear in a local newspaper.

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Task 5: Complete a table showing your recording schedule, giving how many hours will be filmed, where they will be filmed, which actors are involved and what will be filmed.

Check list

- ❑ Mindmap
- ❑ Letter to producers
- ❑ Storyboard
- ❑ Advert for actors
- ❑ Recording schedule