

## Higher National Unit specification

### General information for centres

**Unit title:** Audio Visual: Social Videography

**Unit code:** F1TE 34

**Unit purpose:** This Unit is designed to introduce the candidate to the planning, production and post production processes involved in producing a social videography project. On completion of the Unit the candidate should be able to:

- 1 Plan the filming of an event based project.
- 2 Shoot the event based project.
- 3 Implement post production techniques.

**Credit points and level:** 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** While access to this Unit is at the discretion of the centre, it would be beneficial if the candidate has completed the following Higher National Units:

DM22 34	<i>Camera: An Introduction</i>
DM28 34	<i>Sound: An Introduction</i>
DM11 34	<i>Lighting: An Introduction</i>
DM0X 34	<i>Editing: An Introduction</i>

**Core Skills:** There are opportunities to develop some of the Core Skills components of Communication at SCQF level 5 and Information Technology at SCQF level 5 and Working with Others and Problem Solving at SCQF level 6, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** Assessment of this Unit is in the form of a practical project split across Outcomes 1, 2 and 3. Candidates should meet all Evidence Requirements individually, although it is recommended that they work as part of a small team to produce the work, taking on the roles of producer and director.

## Higher National Unit specification: statement of standards

**Unit title:** Audio Visual: Social Videography

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### Outcome 1

Plan the filming of an event based project

#### Knowledge and/or Skills

- ◆ Research methods
- ◆ Equipment
- ◆ Budgeting
- ◆ Project planning
- ◆ Health and Safety regulations
- ◆ Copyright Law

#### Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by presenting a production folder which should contain:

- ◆ information about the event, including as a minimum — significant dates and times, location details, relevant contact details and relevant background information
- ◆ a treatment or briefing form outlining the style, content, duration and estimated budget of the project
- ◆ a dual column script, shot list or storyboard identifying the key moments within the event and how they will be filmed
- ◆ an equipment list which reflects the treatment, location, event, health and safety issues and proposed budget
- ◆ a budget identifying equipment, crew, travel, insurance, copyright and related costs for all stages of the production
- ◆ a comprehensive location recce form that outlines practical and aesthetic issues
- ◆ evidence of permission from the owner or person responsible for the location
- ◆ a risk assessment identifying and resolving all potential health and safety hazards
- ◆ a music reporting form detailing information required for music copyright clearance

The final duration of the programme should be agreed between the client, candidate and lecturer prior to shooting.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Audio Visual: Social Videography

### **Assessment Guidelines**

Candidates could be given an assessment specification outlining the Evidence Requirements and clear timescales in which the stages of the project are to be completed. It is advised that where possible, candidates produce the work for a client, however the client role may be assumed by the delivery lecturer where necessary. The budget for social videography projects is generally less than that for broadcast or corporate projects, and so candidates may be encouraged to research the cost of social videography projects, such as wedding videos.

It is important that candidates identify the timing and location of the key moments of the event that may be captured in order to illustrate it effectively. For example, in the case of a wedding, key moments could include the arrival of the bride, the ceremony itself, the cutting of the cake, after dinner speeches, and the first dance.

### **Outcome 2**

Shoot the event based project

#### **Knowledge and/or Skills**

- ◆ Operation of equipment
- ◆ Shooting techniques
- ◆ Audio Techniques

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by capturing images and audio at the previously selected event. Candidates may show un-edited images and audio but it would be preferable to view the final edit.

The images and audio will relate to the initial treatment or brief and will contain:

- ◆ key moments of the event that are in focus, composed and in an appropriate shot size
- ◆ audio recordings that are clear with a minimum of background noise
- ◆ an establishing shot
- ◆ images suitable for a montage sequence
- ◆ cutaway shots that are relevant to the scene
- ◆ audio from a minimum of two sources

Before candidates issue a copy of their risk assessment form to all crew members, it will first be checked and signed by the delivery lecturer.

### **Assessment Guidelines**

Outcome 2 covers the production stage of the practical project. Creative solutions may be required to cover situations where a key moment is missed or events do not go to plan. Candidates may also use archive footage or still images if appropriate. Audio recordings may comprise speeches or interviews, for example. It is recommended that candidates work with at least one other person when capturing the images and audio.

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Audio Visual: Social Videography

### **Outcome 3**

Implement post production techniques

#### **Knowledge and/or Skills**

- ◆ Edit preparation techniques
- ◆ Editing techniques
- ◆ Copyright legislation

#### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by presenting a completed production folder and a final edit of the social videography project.

The post production notes will include:

- ◆ log sheets evaluating the quality of the recorded images and audio
- ◆ updated notes on copyright music or archive material used within the edit

The final edit of the social videography project will include:

- ◆ titles and end credits
- ◆ establishing Shot
- ◆ montage sequence
- ◆ images and audio that reflect the initial treatment or brief in terms of content, quality and duration agreed during the production stage
- ◆ cutaway shots relevant to the scene

#### **Assessment Guidelines**

Outcome 3 covers the post production stage of the project and involves the candidate completing the project to meet the requirements as agreed at the production stage during Outcome 1 and submitting the final edit of their social videography project.

It would be preferable for the candidate to present a rough cut or offline version of the edit to delivery lecturer before finalising the edit, if time allows.

## Administrative Information

**Unit code:** F1TE 34

**Unit title:** Audio Visual: Social Videography

**Superclass category:** KF

**Original date of publication:** July 2007

**Version:** 01

### History of changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Audio Visual: Social Videography

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This is a practical Unit which involves the candidate taking on the role of producer, director and editor of a social videography programme. Social videography is the term given to the production of event based programmes such as wedding and birthday videos. Budgets within this area are generally less than those for broadcast or corporate programming with most of the work carried out by small crews of one or two, generally freelance workers. The IOV (Institute of Videographers) offers guidance and provides accreditation for people who work in this area.

The Unit will provide candidates with the skills and knowledge required in order to produce high quality social videography programmes. The Unit is structured in such a way that Outcome 1 is the planning stage of the project, with its implementation covered during Outcomes 2 and 3. The planning and negotiating stage of the production will be most beneficial if the candidate produces work for a client for example, the production of a programme capturing a friend's 21st birthday celebrations. Working with a client will simulate the procedures employed within the industry, promoting communication and problem solving skills.

Planning is crucial to producing a good edit, as high quality image capture for live events requires an awareness of all significant times, locations and people involved with the event. It would be beneficial for contingency and alternative plans to be discussed. Candidates may utilise interviews, montage sequences and archive material in their edits. Social videography is often shot using a single camera, though two may be used if appropriate, and this should be reflected within the budget and time allocated for post production. It is recommended that candidates are encouraged to be creative within this Unit. However, it is important to follow visual grammar rules and where appropriate, use skills gained in other Higher National Units such as those covering camera, sound, light and editing techniques.

### **Guidance on the delivery and assessment of this Unit**

This Unit may be integrated with camera, sound and editing Units, for example Outcome 2 could be integrated with the practical components of sound and editing Units. Outcome 3 could integrate with the practical components of an editing Unit. As a freestanding qualification, this Unit may be suitable for infill or part-time students.

#### ***Opportunities for developing Core Skills***

The delivery and assessment of this Unit may contribute towards the components of the Core Skill of Communication at SCQF level 5.

As part of assessment for all Outcomes in this Unit, candidates are asked to produce factual documentation which identifies and resolves health and safety, copyright, and creative issues and equipment choices. Within Outcome 1, candidates are asked to produce a treatment or brief based upon the event and the needs of the client.

## **Higher National Unit specification: support notes**

## **Unit title:** Audio Visual: Social Videography

The delivery and assessment of this Unit may contribute towards the Core Skill of Information Technology at SCQF level 5.

Within all Outcomes of this Unit candidates may use the internet as a research tool, use e-mail to communicate with contributors and use word processing software and relevant templates to produce production documentation. Editing of the social videography programme may involve candidates using non linear software, connecting equipment, storing information in a logical and safe manner, backing up files, overcoming technical problems and outputting the programme to an accepted delivery format.

The delivery and assessment of this Unit may contribute to components of the Core Skill of Problem Solving at SCQF level 6.

Within all Outcomes of this Unit candidates are required to identify key moments based upon research, to identify technical and creative problems with locations and to identify and resolve health and safety issues. Throughout all stages of productions candidates may have to continually identify, assess and resolve technical or creative issues in order to produce their programme.

This Unit require candidates to plan and produce a social videography programme, generating production paperwork to document this process.

Candidates will be required to continually identify, assess and resolve technical or creative issues in order to produce their programmes. Specifically as part of the editing process, candidates review audio and images in terms of technical and creative quality, making judgments as to what should be included in the final edit.

The delivery and assessment of this Unit may contribute towards the Core Skill of Working with Others at SCQF level 6.

Within this Unit candidates may work within a team, with peers allocated crew roles in areas such as camera or sound. Candidates may organise their peers depending on suitability for the given role. Ideally, candidates will work with a real client, as this would involve development of negotiation skills, and the candidate working with the client to agree on the content, style and duration of the production.

### **Open learning**

This Unit could be suited to delivery by open learning, providing that the candidate was able to carry out the practical project work and had regular access to the specialist equipment required.

### **Candidates with disabilities and/or additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## **General information for candidates**

### **Unit title:** Audio Visual Social Videography

This Unit is designed to introduce you to the planning, production and post production processes involved in producing social videography projects such as a wedding, awards ceremony or community event.

On completion of the Unit you should be able to:

- 1 Plan the filming of an event based project.
- 2 Shoot the event based project.
- 3 Implement post production techniques.

You will take on the role of producer and director to plan, produce and edit a programme for a client, but may work with others as a team during the production phase.

You will compile a production folder documenting the planning, production and post production processes, which is submitted, together with the final edit, for assessment.

Although there is no automatic certification of Core Skills or Core Skills components whilst studying this Unit you may have the opportunity to develop important Core Skills which could include components of the Core Skills of Communication at SCQF level 5 and Information Technology at SCQF level 5 and Working with Others and Problem Solving at SCQF level 6.