



11 Industrial Technology - Multimedia

Task 1: Industry Case Study

Due Date: 30 Aug 2024

Distributed: 20 May 2024

Weighting: 40%

Task Type: Folio and Product

Syllabus Outcome/s: P1.1, P1.2, P3.1, P2.2, P4.1, P5.1, P5.2, P6.1, P6.2

Unit: Short Film

Task Description

Your brief is to design and create a short film. You need to export the film into an appropriate format and upload the film to the Google Classroom page. At least ONE of the skills used in Blender, Adobe Premiere Pro and Adobe After Effects must be new (that is, skills that you have not learnt in class).

You are also required to complete a folio that documents your project and create a 6 minute production video.

The task has been broken into three main parts:

Part One Folio

The folio should address the following:

- Statement of Intent – Identifying what is being made and why
- Development of Ideas - brainstorming processes behind these decisions (a mind map) and evaluation of why you selected the topic(s) of your digital works
- Research – identify a range of software, hardware, locations and camera angles that could be used in your short film. This should include a brief description and image and an example of where and why you may use this in your short film.
- Time plan - estimated and actual time plan with an evaluation.
- Finance plan
- Script - for the short film
- Detailed record of work done showing times and dates (log book) which is to include screenshots of the development of your short film.
- Evaluation - evaluate the final product in relation to your statement of intent

Part Two Production

This involves the authoring and creation of the short film using various data types and software applications (Adobe Audition, Adobe Premiere Pro, Adobe After Effects and Blender)

Part Three Production Video

This involves creating a 6 minute video showcasing a range of skills you have used in the creation of the short film. The video should have a clear voice over explaining the skill being demonstrated, why settings or adjustments have been made and any problems you encountered and how you solved the problem.

Glossary of Key Words

These verbs will provide an understanding of the detail needed to successfully complete this task.

- **Discuss:** Identify issues and provide points for and/or against
- **Identify:** Recognise and name
- **Evaluate:** Make a judgement based on criteria; determine the value of
- **Explain:** Relate cause and effect; make the relationships between things evident; provide why and/or how

Details of Submission

Folio

Submit the completed folio to the Google Classroom as a Google Doc file using Times New Roman, Size 12 font.

Production and Production Video

Submit the rendered/exported videos to the Google Classroom as a .mp4 file.

Teacher Feedback and Student Self-Reflection

The task will be returned to students within **14 days** of the due date. Information on how to improve will be provided through written teacher feedback and the marking criteria. Students can clarify or seek further feedback by speaking with their teacher.

Upon return of the task and teacher feedback, students will also be expected to complete the following self-reflection form, to provide them with the opportunity to reflect on the strength of their performance, as well as areas that have been identified to strengthen in future tasks - <https://forms.gle/oBnPJ8EsGLTQZm7Z8>

How does this link to my learning?

This task will allow students to demonstrate their understanding of theoretical concepts, providing students with the opportunity to showcase their knowledge, understanding and skills in

- Studying the organisation and management of an individual business
- Ability to research and generate a report that addresses the areas of the Industry Study component of the syllabus

Assessment Procedures

Students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available off the school website under the Learning menu for each year group.

Folio	<i>Remember: Times New Roman, size 12 font, page numbers, headers/footers</i>
	Cover/Title page
	Table of contents
	Statement of Intent
	Gantt Chart (Estimated and Actual) AND reflection on differences
	Finance Plan
	Research (Definition, description and examples of the terms)
	Record of Production (include screenshots)
	Final Evaluation
	Attached to the assignment as a Google Doc or Word Document

Video Production	
	Rendered video (using an appropriate file format)
	Rendered production video (6 minutes)

Short Film Marking Criteria & Feedback

Name	
Folio Mark	
Production Mark	
Production Video (6 min) Mark	
Total	
Comment	

Component: Folio	20 – 17	16 – 13	12 – 9	8 – 5	4 - 1
Statement of Intent	Clarifies the intent of the project by explaining clearly what is to be made and why	Clarifies the intent of the project by explaining what is to be made and why	Describes what the intent of the project is and why	Provides an outline of what is to be made	Identifies what is to be made
Development of Ideas	Demonstrates very high level skills in idea generation, script and evaluation	Demonstrates substantial skills in idea generation, script and evaluation	Demonstrates moderate skills in idea generation, script and evaluation	Demonstrates basic skills in limited areas of idea generation, script and evaluation	Sketching, script and idea generation are elementary or not present
Finance and Time Plan	Develops and applies comprehensive time plans and finance plan with an evaluation	Develops and applies appropriate time plans and finance plan	Proposes a time plan and/or finance plan	Time plan is without sufficient detail and/or finance plan	Time plan or finance plan is either inappropriate or not evident
Research	Conducts and explains a wide range of relevant research of appropriate processes and resources	Conducts and describes a range of relevant research of processes and resources	Conducts and outlines research of some appropriate processes and resources	Minimal reference to research conducted	Appropriate research not evident or limited
Record of Production	Clearly describes the management of the product, including an images and evaluation	Describes the management of the product, including an images and evaluation	Outlines the management of the product, including an images and some evaluation	Outlines the management of the product, including limited images and evaluation	Provides an elementary or incomplete record of the production of the project
Final Evaluation	Provides critical evaluation of the project linking back to the statement of intent	Provides evaluation of the project linking back to the statement of intent	Provides ongoing documentation of the project including some reference to the statement of intent	Provides minimal ongoing documentation of the project including a basic reference to the statement of intent	Provides little or no ongoing documentation of the project with no reference to the statement of intent
ICT skills and Techniques	Demonstrates a wide range of presentation skills and techniques	Demonstrates a range of presentation skills and techniques	Demonstrates some presentation skills and techniques	Demonstrates limited presentation skills and techniques	Little evidence of presentation skills and techniques

Component: Production	40 – 33	32 – 25	24 – 17	16 – 9	8 - 1
Quality	Demonstrates very high quality in all aspects of the major project	Demonstrates high quality in most aspects of the major project	Demonstrates substantial quality in most aspects of the major project	Demonstrates basic quality in most aspects of the major project	Demonstrates poor quality in all aspects of the major project
Range of skills	Evidence of high quality in the application of a wide range of skills and techniques in the development of the project	Evidence of high quality in the application of skills and techniques in the development of the project	Evidence of high but inconsistent quality in the application of skills and techniques in the development of the project	Evidence of basic quality on the application of skills and techniques in the development of the project	Little or no evidence of quality in the application of skills and techniques in the development of the project
Degree of difficulty	A highly demanding project	A project of substantial difficulty	A project of moderate difficulty	A project of minimal difficulty	Project of limited difficulty
Links between planning and production	Completed project relates closely to what was intended.	Completed project relates somewhat to what was intended.	Completed project relates loosely to what was intended.	Minimal link between planning and production	Links between planning and production are inappropriate or not evident

Component: Production Video	10 - 9	8 - 7	6 - 5	4 - 3	2 - 0
Quality	Demonstrates an excellent understanding of a production video showcasing a range of skills used for the project and has excellent quality with highly appropriate voice over and no longer than 6 minutes	Demonstrates a high level of understanding of a production video showcasing a range of skills used for the project and has high quality with appropriate voice over and no longer than 6 minutes	Demonstrates a sound level of understanding of a production video showcasing 1 or 2 skills used for the project and has inconsistent quality with no voice over and is longer than 6 minutes	Demonstrates a basic level of understanding of a production video and attempts to showcase a skill and has basic quality with no voice over.	Demonstrates a limited understanding of all aspects of the production video or not attempted