

NAME:

STUDENT NO:

**Cert 4 in New Media
Chisholm Institute of TAFE, Frankston
Assignment Sheet
SCRIPT, Sem 1, 2009**

Project Title	Date of submission	Result	Name of Teacher/Assessor
Animated Self-Portrait	Pre Production: present TUESDAY May 12 Production: May 19 Post Production: May 26		DAMIEN PIERCE
ASSIGNMENT: 02	submit May 26 in class		

COMPETENCY UNIT(S): CUFWRT302A, CUFIND307A

CLIENT: YOUR PRODUCTION COMPANY, Melbourne

BRIEF: Conceptualise and produce an animated self-portrait (minimum 25 shots, no maximum) for self promotion on DVD and web.

Edit with Photoshop and/or Final Cut Pro and upload the final clip to youtube/vimeo/viddler and embed on your blog. Submit full production documentation and Quicktime videos.

Format: SD video

Output: h264 AND uncompressed codecs

PRE-PRODUCTION:

Concept Development. Form a production team (one or more students) and brainstorm your concept. Allocate roles (director: i.e. you), creative director(optional) and photographer. Research your idea for a self-portrait sequence. Create an animatic mock-up of your idea.

Branding Challenge: To create a point of difference. The aim is to find a creative solution that imbues your clip with symbolic/representational elements that represent your identity/character. This may be achieved through a variety of means: colour, props, shot design, lighting, original conceptual thinking.

Using **CELTX** or **InDesign templates**, provide the following planning documentation as a single pdf file:

- Working Title & Tagline
- Treatment
- One line Synopsis
- Storyboards
- Lighting Plans
- Production Schedule
- Call Sheet

Pitch with your team in-class to DP on Tuesday May 12 for project approval.

PRODUCTION:

Plan a single-camera shoot (studio or location) (still or video camera) and work to your schedule.

POST-PRODUCTION:

Edit with Final Cut Pro. Colour Grade. Use Motion and After Effects as required. Develop sound/foley effects in SoundtrackPro/GarageBand. Work in groups but submit individual edits and developmental notes. After final cut, change sequence settings to Uncompressed and output Quicktime master. (see handout)

Use Compressor to output: • h264 codec 720 x 576

Upload to Youtube and embed on your blog

OBJECTIVES:

- To develop understanding of the video production process/workflow through implementation.
- To develop team-building skills.
- to develop pitching and presentation skills
- editing: uncompress and Colour Grade your final cut

SOFTWARE:

- Celtx, Photoshop , Final Cut Pro, Soundtrack Pro/Garage Band, Compressor

REFERENCE/RESOURCES:

- Class handout notes, class blogs, and web references
- **Storage > Staff MMog > Damien > Cert4NewMedia > SP Pre-Production**

ASSESSMENT CRITERIA: Work will be assessed according to:

- pre-production submission/ strength of concept development
- concept pitch to DP
- Production: competence of sound/camerawork and direction
- individual contribution to teamwork
- Post- quality of Final Cut
- ONLINE output quality

SPECIFIC COMPETENCIES COVERED IN THIS PROJECT:

CUFWRT302A: Write Simple Stories

CUFIND307A: Work Effectively in Screen

<http://www.ntis.gov.au/Default.aspx?trainingpackage/CUFo1>**TIME ALLOCATION: (note: Research and development as additional hours.)**

Pre Production: 4 x 3 hours, Production: 4 x 3 hours, Post Production: 4 x 3 hours

SUBMISSION DETAILS:

Package your project in in a folder with your full name:

- all development work compiled as a single pdf file Cover Sheet, Working Title, Tagline, Synopsis, Treatment; Storyboards; Lighting Plan; Production Schedule; Call Sheet)
- uncompressed(Animation codec) Quicktime file to the dropbox on the Storage folder:

Storage > StaffMMog > Damien > Cert 4Script > SelfPortraitDropbox**DUE DATES:**

Pre Production: by Tuesday May 12

Production: May 19

Post Production: May 26

	Name	Signature	Date
Competencies	CUFEDT01A CUFWRT07A CPOP09A		
Student			
Teacher	DAMIEN PIERCE		

	Competent/ Not Yet Competent
	Comments (details of further evidence required)

REFERENCE SITES:

<http://numediao9.wordpress.com/>

<http://vidsound2008.blogspot.com/2008/06/17/treatment-synopsis-loglines/>

<http://vidsound2008.blogspot.com/2008/06/10/story-outline-software/>

NOTES:

Develop an animatic storyboard in Final Cut Pro using scans of your storyboard and edited in Photoshop and saved as .psd files.

Write a treatment, logline and synopsis as outlined below. (see handout)

Treatment: a very thorough summary of the project (i.e. a long synopsis), in present tense prose, and without dialogue. Spec treatments for features normally run three to four pages, and are not scene by scene summaries. see definition

Synopsis: usually one or two page story summaries that describe the situation, main characters and important action. For this TVC-like project: 2 sentences.

Call Sheet: download sample from:

Storage/Staff > D/AdvDipMM > Production Forms > Call Sheet Template

Developmental Notes:

discuss the style (look and feel) you seek to present in your pitch.

Documentation:

- camera and lighting setups
- lighting setups- include the color temp light sources (Daylight 5500K or Tungsten 3200K, Fluoro 4400K or mixed (manual White Balance)
- aperture and shutter speed of various shots
- coverage (i.e. the variety of shots you have achieved)

Storyboards MUST include:

- dialogue & camera instructions
- shot description (Wide, Long Shot, Medium Shot, Close Up (CU), XCU etc)
- duration of each shot in seconds

Note: Use a stopwatch and time the duration of the scenes – note the time as SMPTE timecode (in the format 0:00:00:00 Hrs:min:sec:frames(25). 25 frames per second) in the space provided in each panel (accurate to approx half a second i.e. 12 frames).

Post Production Notes:

- notes on the technical aspects of how the piece was constructed and your satisfaction with the **outcome** (how could it be improved?)
- **impact** – was the story and its execution successful in getting the message across to the viewers? What worked? What didn't?