EDEXCEL BTEC Level 3 Extended Diploma in Creative Media Production

Assessment Title: Editing (Video Editing Techniques)

Assessor: Deb Tobin
Student: 
Course code: 3EDMED19
Group: Year 1 A & B

Unit Number: Unit 16
Unit Title: Film and Video Editing Techniques

Hand out date: 30/09/19
Hand in date: 18/12/19

Resubmission date: 
Resubmission authorised by: 

Date handed in: 

Individual Target:

<table>
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<tr>
<th>Actual Grade</th>
<th>Grading criteria Achieved?</th>
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<td>P1</td>
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Please note that the grade that you have been awarded is subject to confirmation following internal verification and external sampling by the Awarding Body.

Scenario

Now that you have captured the video and audio for your TV advert you are now required to use this footage and complete an individual video edit which will be presented to the advertising agency TBWA. The final duration of your final edit needs to be between 30-60 seconds.

- You will create a new page on your website
- Name this EDITING (Video Editing Techniques)
Task 1 Research and Principles of Editing (linked to LA1 P1/M1/D1)

- Create a sub page for your research and principles of editing
- Name this Task 1 RESEARCH AND PRINCIPLES OF EDITING

Firstly, research relevant film clips that evidence the following editing techniques. Screen shot or show links of these examples and critically analyse why the editor may have used these specific techniques:

- motivated montage
- jump-cutting
- parallel editing
- 180 degree rule
- point of view shot
- shot-reverse-shot
- providing and withholding information

Critically discuss how specific editing principles can be used to engage the viewer, build drama, establish genre, create pace and develop character and plot motivation.

Try to use subject terminology to describe, explain and critically assess the principles of editing.

Task 2a Preparation for editing (Linked to LA2 P2/M2/D2)

- Create a sub page for your preparation for editing
- Name this Task 2 PREPARATION FOR EDITING

In a written analysis you need to describe, explain and analyse the techniques you have used to prepare for your video edit:

- checking material for faults
- synchronising rushes
- producing a rushes log
- marking up a script
- producing an edit decision list
- labelling
- creating bins
- clarifying the purpose of the work with a client or director

You will also need to describe, explain the how you have prepared for your video edit:

- Project management and project folder set up
- importing clips
- bins
- timelines
- storage and folder management
- online and offline editing
- formats
- resolution
- saving work

Task 2b Individual Edit (Linked to LA3 P3/M3/D3)
Using the footage and audio you have captured for your team’s TV advertisement, use a range of professional video editing techniques to complete an **individual** video edit of a TV advert. The duration must be between 30-60 seconds.

You will need to export your online edit in the correct video export settings. Upload your final edit to YouTube as ‘unlisted’. Embed the YouTube video into your website on your Editing page.

**Task 3 Editing Evaluation** (linked to LA1 P1/M1/D1) & (Linked to LA3 P3/M3/D3)

- Create a sub page for your editing
- Name this Task 3 EDITING evaluation

In a written or Vlog style evaluation you will need to describe, explain and analyse the editing technology you have used during your video edit, consider:

- *software applications*
- hardware, eg non-linear, high definition;
- *SD cards*
- exporting productions
- *file types, eg mov, avi, MP3, MP4;*
- compression

You will then need to describe and explain the development and principles you have used for your own video edit, consider:

- following the action;
- *multiple points of view;*
- shot variation;
- manipulation of diegetic time and space;

You should explain and analyse the purpose of storytelling and how you have:

- engaging the viewer
- development of drama
- *created a relationship to your chosen style of advert*
- creating motivation
- combining shots into sequences
- creating pace

You should critically assess conventions and techniques you have used for your video edit and the impact these have had upon the final product and target audience, show evidence of your experimentation with techniques such as:

- Continuity editing
- Seamless
- Splicing
- Transitions
- Cutaways
- Editing rhythm and pace of the video
- Crosscutting
- Cutting to soundtrack – mixing sound, overlapping sound
- Cutting on action
- Intercutting
- Creating juxtapositions

Critically discuss how specific editing principles can be used to engage the viewer, build drama, establish genre, create pace and develop character and plot motivation.
You should also evaluate specific post production tools that you have used such as:

- on screen text
- image editing
- audio editing
- effects

What to hand in:
Evidence of completed tasks, use the checklist page on the L3 website
https://gcmediateam.weebly.com
Task 1: Research into Principles of Editing
Task 2a: Written Analysis of Editing Preparations
Task 2b: Individual edit of TV advert
Task 3: Editing Evaluation

How to hand in your assessment:
This assessment must be submitted on your website before the submission deadline. The URL to your website should be submitted to your lecturer via email on or before the deadline.

If you have a valid reason why you will not be able to hand in the work on time you will need to fill out and hand in an AE form to your Lead IV or Head of Department.

Student declaration:
I have read the Assignment Submission Procedure. I agree that this is my own work or my own work and that of other members of my group. It has not been copied (plagiarised) from any other source e.g. the internet, a book, another student or group of students. I know that I may FAIL this assignment if my head of school proves that this is not my own work.

Student signature

Date:

Student feedback on what you liked and/or disliked about this assessment.

For staff use only.

<table>
<thead>
<tr>
<th>Internal Verification</th>
<th>This assessment has been verified and form IV8 completed: YES</th>
<th>IV name: Sophie Blount</th>
<th>IV signature: SRBlount</th>
<th>Date: 27/09/2019</th>
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SMOG index: 18
# Assessor marking grid

**Student name:**

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<tr>
<th>Grading criteria</th>
<th>Achieved (✓)</th>
<th>Not attempted (NA)</th>
<th>Fail (F)</th>
<th>Resubmission (R)</th>
<th>Comments/Feedback</th>
<th>Target date for resubmission</th>
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<tr>
<td><strong>P1</strong> Describe the development and principles of editing expressing ideas with sufficient clarity to communicate them and with some appropriate use of subject terminology</td>
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<td><strong>M1</strong> Explain the development and principles of editing with reference to detailed illustrative examples and with generally correct use of subject terminology</td>
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<td><strong>D1</strong> Critically assess the development and principles of editing with supporting arguments and elucidated examples, and consistently using subject terminology correctly</td>
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<td><strong>P2</strong> Apply editing preparation techniques with some assistance</td>
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<td><strong>M2</strong> Apply editing preparation techniques competently with only occasional assistance</td>
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<td><strong>D2</strong> Apply editing preparation techniques to a technical quality that reflects near-professional standards, working independently to professional expectations</td>
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<td><strong>P3</strong> Apply editing techniques working within appropriate conventions and with some assistance. [CT]</td>
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<td><strong>M3</strong> Apply editing techniques to a good technical standard showing some imagination and with only occasional assistance.</td>
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<td><strong>D3</strong> Apply editing techniques to a technical quality that reflects near-professional standards, showing creativity and flair and working independently</td>
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Test for readability on scenario and tasks only OR workbooks tasks. Appropriate scores are: L3 = 16; L2 = 13/14; L1 = 11/12; entry level = 9/10
I certify that the evidence submitted for this assignment is the learner’s own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

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