

University of Queensland  
School of Information Technology and Electrical Engineering  
Multimedia Program  
MMDS 7967 Digital Video Production  
Semester 2 2009

***Assignment Project 2:*** Produce a short Digital Video Production on DVD

Weighting 50%      Length 5 – 10 minutes

**Due Date:** Friday 30<sup>th</sup> October (end week 13) 5pm

NB: You only need hand in one copy, but please make another copy of the completed project, to keep for your own purposes. The DVD, a second DVD with data files, and Production Report should be submitted to the boxes on level 1

***Assignment Instruction:*** Construct a 5-10 minute Digital Video Production on DVD based on the script completed in Assignment Project 1 and submit a hard copy completed production report with the DVD.

**One disk should be the DVD you burn, readable on a Mac or standard region 4 DVD player, a second disk should be data files on another DVD.**

Each student will produce a digital video and contribute as a crew member to the production of another student. You will be required to present rushes of your digital video production during the lecture class time of week 10 and a work in progress where some editing has been complete in weeks 11 and 12.

**Key Components of Assignment Project 2:**

1. Produce a digital video production based on the script you wrote in assignment 1. Your video must be in high definition video.
2. Produce a DVD of the video. You will need to provide a DVD disc containing a version of the video you have produced, suitable for replay. The design and wording of the DVD should suggest its genre. The DVD must be clearly marked with the title of the production and the name of the student. You should include a second DVD of the data files for the project.

3. Production report: present a report based on the making of the video (hard copy and data files on DVD).

### **Rationale**

The purposes of this assignment are to:

1. Develop skills in researching, developing and analysing ideas and techniques for digital video.
2. Provide a framework in which students work on techniques that develop the theme, genre and form of the production.
3. Enable students to consider feedback on the digital video and so develop the ability to make changes and formulate objectives, ideas and strategies more precisely. The digital video you develop should build on the script you submitted or any other plan made in conjunction with the lecturer. It should take into account the feedback provided in student presentation sessions.

### **Format**

This should be a standard size 120mm diameter DVD-R format disc. The disc must be compiled using either iDVD or Final Cut Pro software. The DVD-R disc should be in PAL region 4 or multi-region format (readable on a Mac and a standard region 4 DVD player). You should familiarise yourself with the necessary procedures to burn such a formatted DVD-R disc well before the due date of your submission. Submitting a corrupted or improperly formatted disc is not acceptable. The DVD disc should be clearly labelled with permanent marker or inkjet printing on to disc. The case and the disc should be labelled with the title of the production and the student producer's name. A second DVD, with the data files should be also be submitted. The data files should include any files that show work towards the final, such as the design for the DVD, a copy of the production report, and the data files of the video project, but should not include raw footage, as the file size will be too great.

### **Production Report**

One copy of this is to be submitted with the digital video production on DVD to the boxes on level 1. It should include

- The student's name:
- Title of Production
- Main credits (crew and cast)
- Synopsis (150 words) It should clearly state what the DVD is about.
- Details of Youtube or other web posting.
- A written report on the making of your DVD that includes:
  - Proposed distribution/exhibition (100 words)
    - State how your DVD will be distributed with reference to the audience it is intended to reach. State whether it will be confined to educational environments, for use on a compilation of work to be shown to employers, internet, email, film festivals, television or community groups.
  - Copyright and other permissions and clearances (50 + words where relevant).
    - Identify your approach to copyright in terms of the specific issues involved in your production. State any steps taken to negotiate copyright. List any works from which your video has derived (novels, stories or plays), any music sound effects or images you have used. Describe whether and to what extent these materials are under copyright and how you have obtained permission or clearances. This should take into account the domains in which you wish to distribute the video.
  - Crew role taken in another student's production (300 words).
    - Describe the role you took on another student's production. Outline the design work you undertook in camera, sound (or in an organisational role) to realise the potential of their script. State what techniques you used to design this contribution and how your work contributed to the overall scheme.
  - Other comments (e.g. problems encountered), (optional: up to 100 words)

**Marking criteria:**

1. Clarity of development of theme and purpose.
2. Understanding of genre, form and style of the production (this may include keeping to or breaking conventional genres and forms). The appropriateness of the structure and arrangement of parts and the fine tuning in editing will be considered.
3. Use of stylistic elements and techniques of camera, sound and editing to explore and realise your own production and to carry out the work on another student's production. (The use of these techniques will be considered in relation to the overall theme or story).
4. Evidence of ability to develop from feedback and discussion of the script and from the discussion of student presentations.
5. Competence in using equipment (camera, editing, sound and software applications) as demonstrated in the technical quality of the production.
6. Satisfactory completion of the written documentation in the production report.

**Access to equipment.**

Production equipment may be booked by emailing the tutors and picked up from the school office on level 2. There is an equipment list that you can consult to see what bookings are already in place (see the course web page, where you also find the link to email the tutors). It is expected that each student will use the equipment for 3-4 days for shooting, with 4 -6 days for editing and post-production. These figures are approximate.

**Policy on late submission of assessment.**

If an assessment item is submitted after the due date without supporting documentation the following penalty will apply: 5% of marks will be deducted for every working day beyond the due date. Supporting documentation will normally be a doctor's or other professional's certificate stating that the student was unfit for work during the period when work for the assessment was carried out.