**Preparing for Activity 1**

**Firstly you must obtain a USB (8GB recommended) to keep both Activity folders on –please go to Jono to get it formatted for Mac and PC.** The examiner must be able to access your folders easily and find the information they want.

1. **PRODUCING EVIDENCE OF DIGITAL FILES FOR YOUR DIGITAL PORTFOLIO**

As part of Activity 1 you need to create and submit screengrabs of the digital folders for all of your created and sourced materials you will be using in your final product.

I think that the best way to do this is to screenshot your filing system, with separate folders for **primary, secondary and audio** sources. The examiner does **not** need to access your files, but need to see you are organised and have labelled files accordingly – e.g. Scene 1 / take 1 / bicycle spokes.

Follow these steps;

1. Create a *UNIT 3 Digital Media Skills / ACTIVITY 1 / Assets folder* (example below).

A screenshot of a cell phone

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1. Label your assets correctly and place them into the correct folders (primary / secondary / audio).
2. Make screenshots of the folder system.
3. Remember to label the actual files correctly too; ensure it has a file name which relates to the contents; e.g. *Crosstown traffic-title sequence – MP3.*
4. **EXPLAINING THE CREATIVE PROCESS**

For Activity 1 you also need to provide evidence of ‘how’ you created original assets/material, such as annotated photographs of **camera**, **lighting** and **audio recording** **set ups** from a video shoot.

Justifications regarding the choice of assets/material from secondary sources and the relevance of the filmed footage in relation to the brief, such as:

*I chose this song has it has a mysterious vibe to it and thought it may fit my idea well.*

*I filmed in this location as it has loads of forest areas which would help give the reserved, isolated feel I wanted to achieve.*

Here is a real example of Distinction standard work –

*A screenshot of a cell phone

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Things you may want to consider in your creative choices –

**Lighting –** natural / artificial / studio / 3-point / chiaroscuro etc.

**Composition –** continuity / rule of thirds / mise-en-scene etc.

**Continuity set-ups** – eye-line match / shot revere shot etc.

**Camera framing , angles and movement**

**Graphics –** 3D, 2D, animated etc.

**Audio –** ambient, diegetic, non-diegetic, parallel / contrapuntal etc.

**This is something you can prepare for now – take screengrabs from your footage to evidence your ideas and start to consider the reasons for your creative choices.**

1. **EXPLAINING THE PROCESS OF SOURCING MATERIALS**

You will also need to explain the process involved in sourcing assets/material. In other words, you may use assets/material from secondary **sources but must demonstrate an understanding of copyright regulations.** For example, by considering alternative sources and the clearances/permissions/acknowledgements/royalties/licensing implications that need to be secured/paid/included in their product in order to comply with copyright regulations.

You should explain the process of **legally** sourcing material from secondary sources for use **in the context of the brief** i.e. a media product which will be made commercially available to the public by Takeover News Productions.

You should provide evidence of the process of ***considering different*** assets/material from secondary sources, which will enable you to provide a justification for the selected assets/material in relation to the brief. So, consider the following;

* Who is the copyright holder? Is it copyright free? Is it from a footage library – if so do they have a rate card?
* How can you contact them? *This might take some digging around to find.*
* How much would it cost to use the material in the real world for a local news website?
* Is the source material best quality or appropriate for the production?
* Are there alternatives to this material?

**DO NOT JUST WRITE – ‘I got it from YouTube, so it is free to use’**

**Again, this is something you can do now – take screengrabs from the websites you obtained the footage / sound effects / music from. Evidence how you have looked into copyright issues.**

**ACTIVITY 1 should amount to approx. 5 pages (including screengrabs).**