Evidence can take the following forms:

**Presentations** – Powerpoint, Prezi,

**Video** – video diaries, discussions, focus groups

**Handwritten/hand-drawn** - notes, mindmaps, sketches, storyboards

**Audio** – recorded discussions, focus groups, ideas

**Picture files** – original images

**Online** – printscreens of social media comments i.e.: Facebook, Twitter, Flickr, Youtube, Kizoa, Powtoon

**Links** – links to websites, embedded documents (using embed code), printscreens

**Surveys** – Survey Monkey – print screens/results, spreadsheet graphs

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| --- | --- | --- | --- |
| **Evidence** | | On blog  student | Work Agreed  Teacher |
| **Ideas** | Ideas for your film; mindmaps, recordings of discussions plot synopsis; pitch; feedback with changes |  |  |
| plot synopsis; the whole plot from beginning to end with character lists |  |  |
| pitch; feedback with changes |  |  |
| **Film Title** | Possible ideas, rejected ideas, final choice with justification, audience feedback |  |  |
| **Research into film openings** | Analysis of opening credits. Billing order, timings, personnel, stylistic features, |  |  |
| Analysis of opening sequences. How is an opening established in terms of story, genre, location, character, camerawork? |  |  |
| Analysis of previous students work. Identify the strengths and weaknesses. |  |  |
| **Institution Research** | Personnel, jobs that are credited in the opening two minutes of a film |  |  |
| Organisations that are credited in the opening of a film |  |  |
| **Research into target audience** | Audiences for specific films and how they are targeted |  |  |
| Breakdowns by audience age and gender for particular films |  |  |
| Qualitative data (what people say, in more depth). Regular feedback sessions on ideas, progress, animatics and rough cuts and then finally your finished work to give and get feedback. |  |  |
| **Final film proposal** | Film title, Choice of genre, audience, USP, final plot synopsis, summary of opening two minutes, titles, character list, locations; how you made these decisions |  |  |

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| **Evidence** | | On blog  student | Work  Agreed  Teacher |
| **Treatment** | Treatment for the film with feedback and final idea |  |  |
| **Storyboarding** | Storyboard, shooting script, animatic; feedback from audience |  |  |
| **Credits** | Colour, style, font, personnel, organisation |  |  |
| **Sound** | Ideas for music, sound effects |  |  |
| **Locations** | Recce reports, photographs, permission, risk assessments |  |  |
| **Equipment** | Logistics; costumes, props, camera equipment, lighting |  |  |
| **Shooting schedule** | Crew call sheet |  |  |
| Filming schedule |  |  |
| **Skills practice** | Filming exercises |  |  |
| Experimentation with software |  |  |