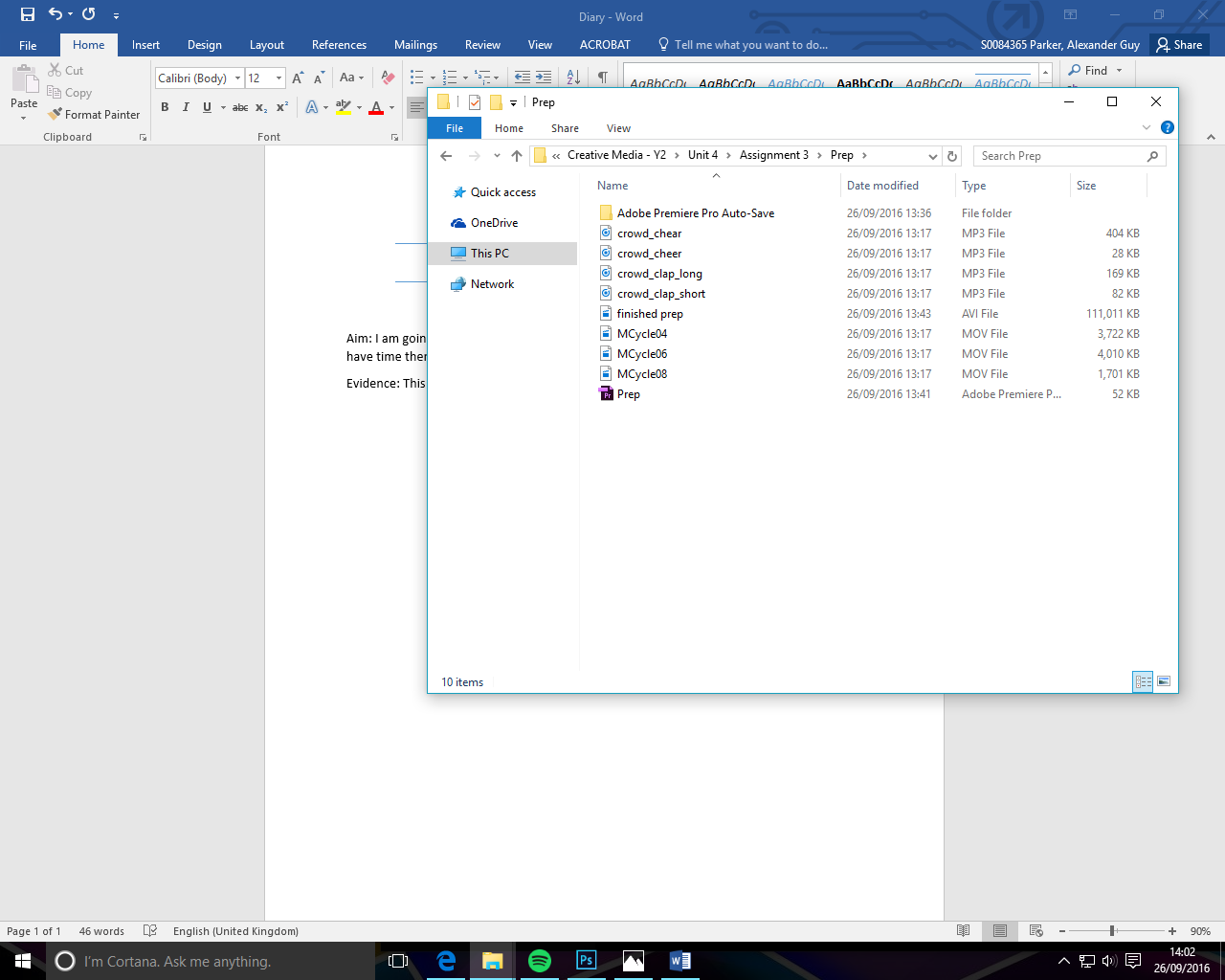
Unit 5 – Assignment 2 Working to a professional brief.

In this document, I am going to be comparing two different assignment 2’s from Unit 33 and Unit 4. I will talk about Unit 4, as this was the unit that I worked on in September when I started in the year. I will also talk about unit 33 as I worked on this about half way through the year. I can then compare in the improvement over time as well.

Unit 4 – Assignment 3

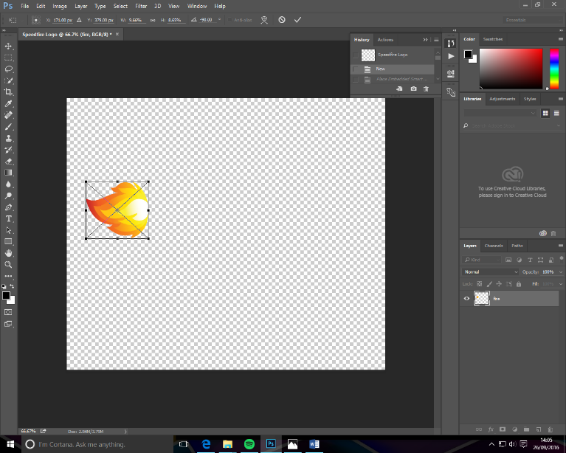
The client is an important part of a brief and a job. They are there to tell you what you should be doing, the tasks for a group is to have create something, for the advertisement I do feel as if that should be a lot of client meetings and liaisons but in this assignment and unit there wasn’t any. This does mean that I could not see what they would want to add. Although this was the problem, the assignment did have feedback at the end and a mark (the client was Linda Griffiths our tutor). Therefore, this meant that if there was something then I could update the work and make it better.

This is the first page of my diary and the following is going to be the screenshots of the document.

Project Diary

27/09/16

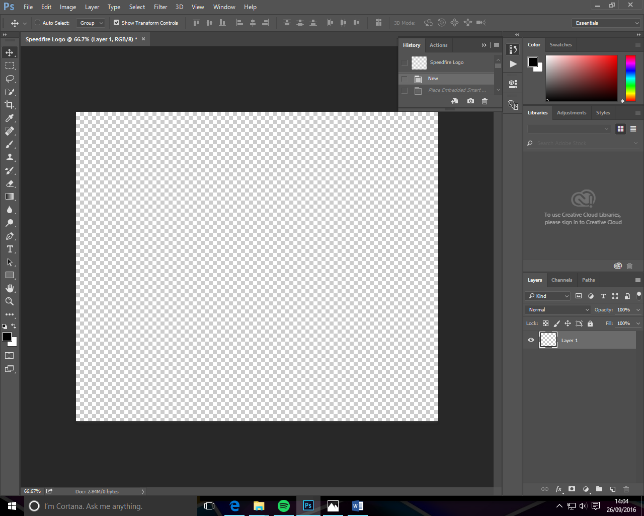
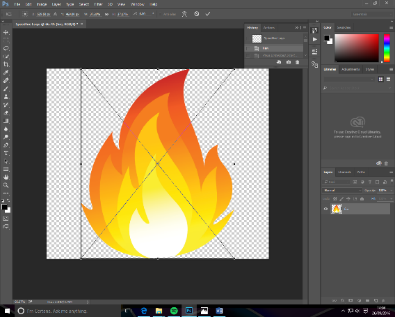
Aim: Log in/check emails, Folders/ Briefs, Moodle, ILP, Sources, Unit 4 Assignment 3 workshop, edit work. I am going to do the premier pro cc introduction again this is to refresh my skills and if I have time then I will start my logo.

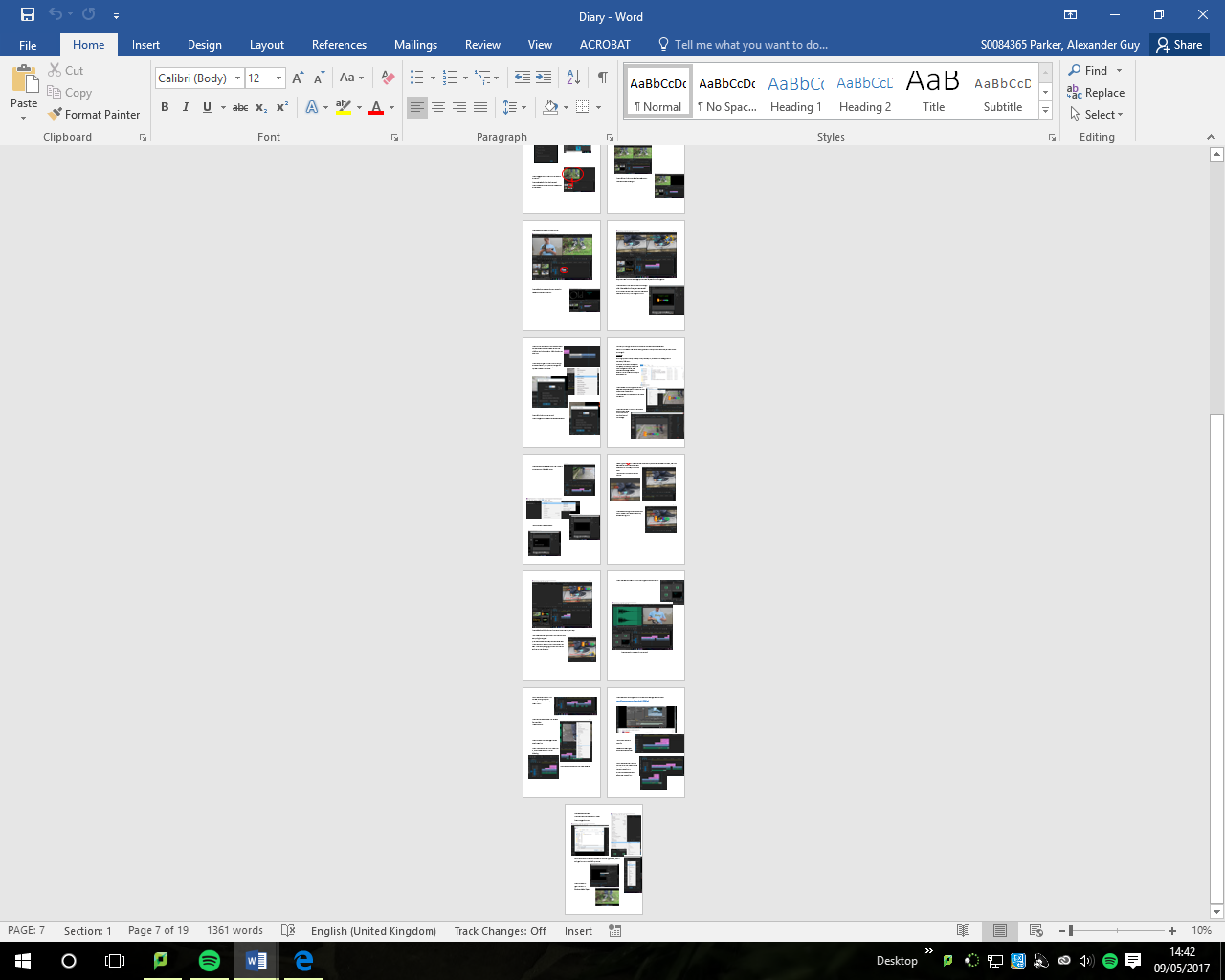
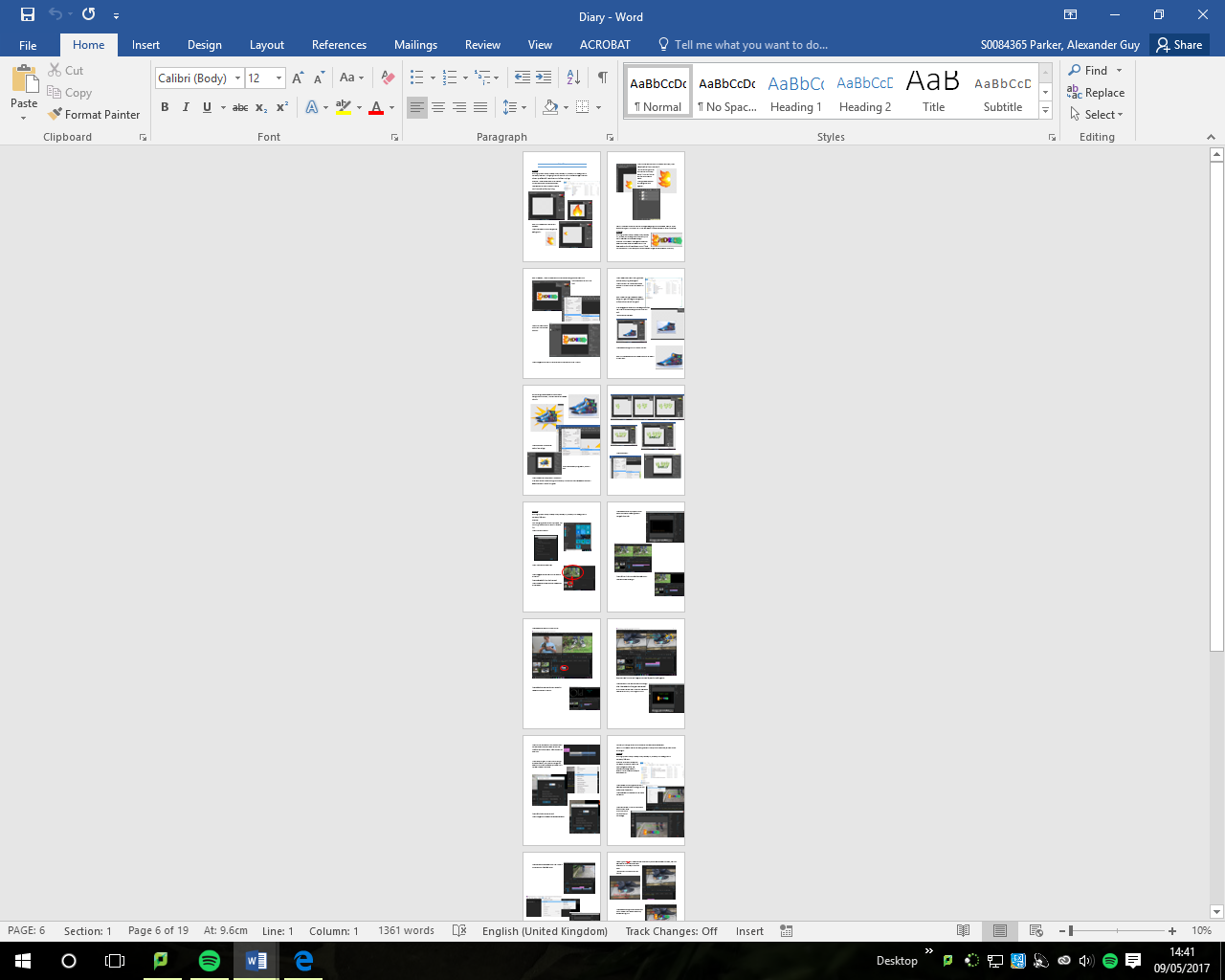
Evidence: This is a screenshot of the premier pro document that I fooled around with.

I also started the new Photoshop file and, then imported the fire emoji thing.

After this, I rotated the fire and then resized it.

I then duplicated this and changed the settings on it.





🡨 This document is 19 pages long with a lot of visuals.

I did make a few amendments and edits to the original storyboards, although this was the case I feel as if that the amendments that I made were all there to make it look good or if something just does not work too much. The diary shown above has all the amendments how I created the finished product and the creation of the whole product.

As the advert was to make an advertisement for a new brand of trainers. These trainers where called SpeedFire and they were to be shoes that when you run, you go twice as fast. The original concept was not different and so I followed the planned dope sheets, but there are a couple of things that I did change.

In one of the documents, I did state that it was fit for its purpose. Therefore, it has reached its final product stage and I do think that it looks good.

For Unit 4- Assignment 3 I did have to make a questionnaire and to get feedback from it, I also evaluated this and made a statistical analysis of it. The questionnaire is below; I did print this off 110 times and got people from my class to fill them in.

1. Do you think the Tv ident meets the criteria?

Maybe

No

YES

1. Between 1 and 10 is the Tv ident good for the target audience, 16-30 year olds? (1 being bad and 10 being great)

1 2 3 4 5 6 7 8 9 10

1. Do you think that you would remember the Tv show, with this ident?

YES

Maybe

No

1. On a scale of 1 – 10 how much improvement does the ident need? (1 being a lot of improvements and 10 being no improvements)

1 2 3 4 5 6 7 8 9 10

1. Was the sound good on the ident?

YES

Maybe

No

1. How was the length of the videos used in it?

Just Right

Too Long

Too Short

1. Could you see all the logo and the assets clear enough?

YES

No

1. Any other feedback?

------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

I felt as if that these questions then I would get to know information about the satisfaction of the classmates towards my work.

Then this was their feedback, I also added some visual charts to the work so that other people can see what the numbers are like in the form of a pie chart.

**Statistical report:**

I am now going to review the answers that I have from the questionnaire.

The first question that I asked was, do you think the advert meets the criteria? Everybody that I asked for this question said yes for this one, this is great news, as people know what it is like.

The second question I asked was, between 1 and 10 how steady do you think the camera was? Out of the ten people, I asked 5 of these said 8, this was then followed by 6 which had 2. This means that a lot of the people said the camera was steady enough but then a few of these said that it is 5-6 this means that I need to improve this.

Then the third question said that would you remember the trainers? Everyone apart from one said yes and this means that 90% of people will remember them; this is great as It means I can get the word out there about them.

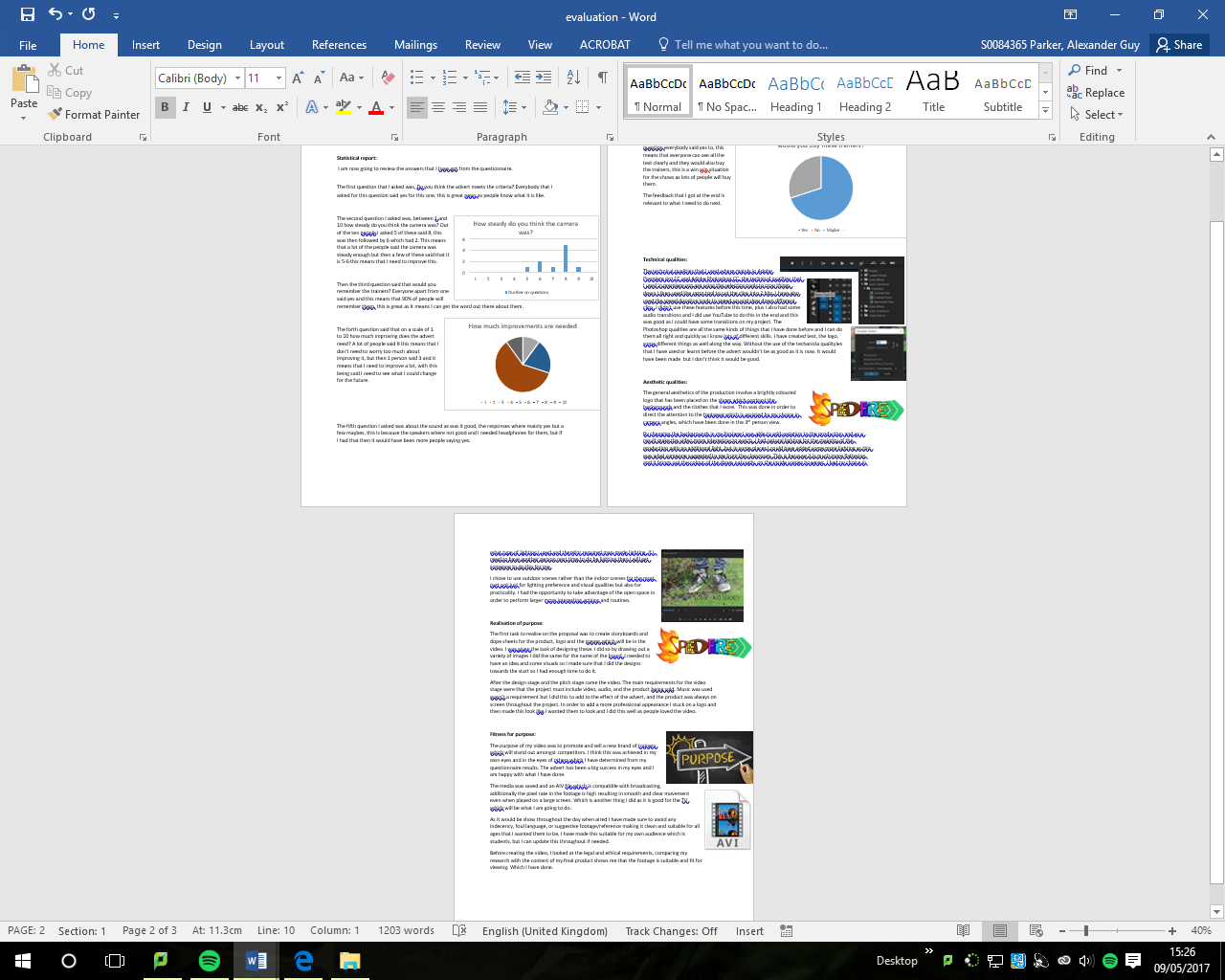
The forth question said that on a scale of 1 to 10 how much improving does the advert need? A lot of people said 8 this means that I don’t need to worry too much about improving it, but then 1 person said 3 and it means that I need to improve a lot, with this being said I need to see what I could change for the future.

The fifth question I asked was about the sound as was It good, the responses where mainly yes but a few maybes, this is because the speakers where not good and I needed headphones for them, but If I had that then it would have been more people saying yes.

The same as question 5 in question 6 everyone said that the video length was just right, it means that they liked it and aren’t going to get bored.

In the seventh question and the eighth question everybody said yes to, this means that everyone can see all the text clearly and they would also buy the trainers, this is a win win situation for the shows as lots of people will buy them.

The feedback that I got at the end is relevant to what I need to do next.



After my feedback, I also did an evaluation and covered other things, but you can see this on my weebly web page.

I am now going to go back to the finished product and how I thought that it turned out.

By changing the backgrounds in my footage I was able to add variation to the production and as a result make the video more interesting to watch, I had natural lighting for the majority of the production with no additional light, but in some places I could have added some more lighting as this was what someone suggested to me from the classroom. This is because it is much more flattering and it brings out the colour of the shoes naturally, on the inside scenes however, I had no choice in what type of lighting I used and therefor required man-made lighting, if I need to have another person next time to do he lighting then I will get someone to do this for me.

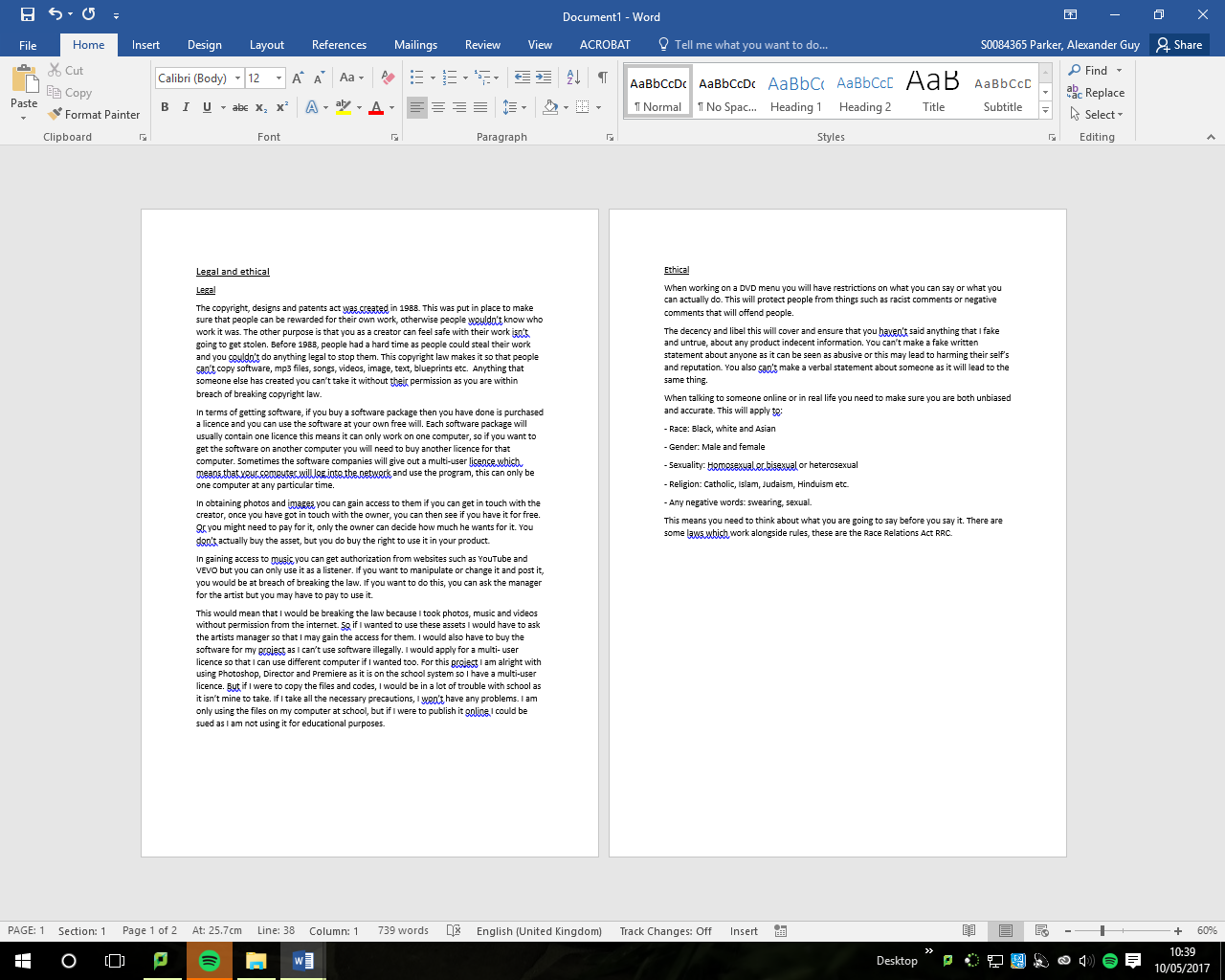
I chose to use outdoor scenes rather than the indoor scenes for the most part not just for lighting preference and visual qualities but also for practicality. I had the opportunity to take advantage of the open space in order to perform larger more interesting actions and routines.

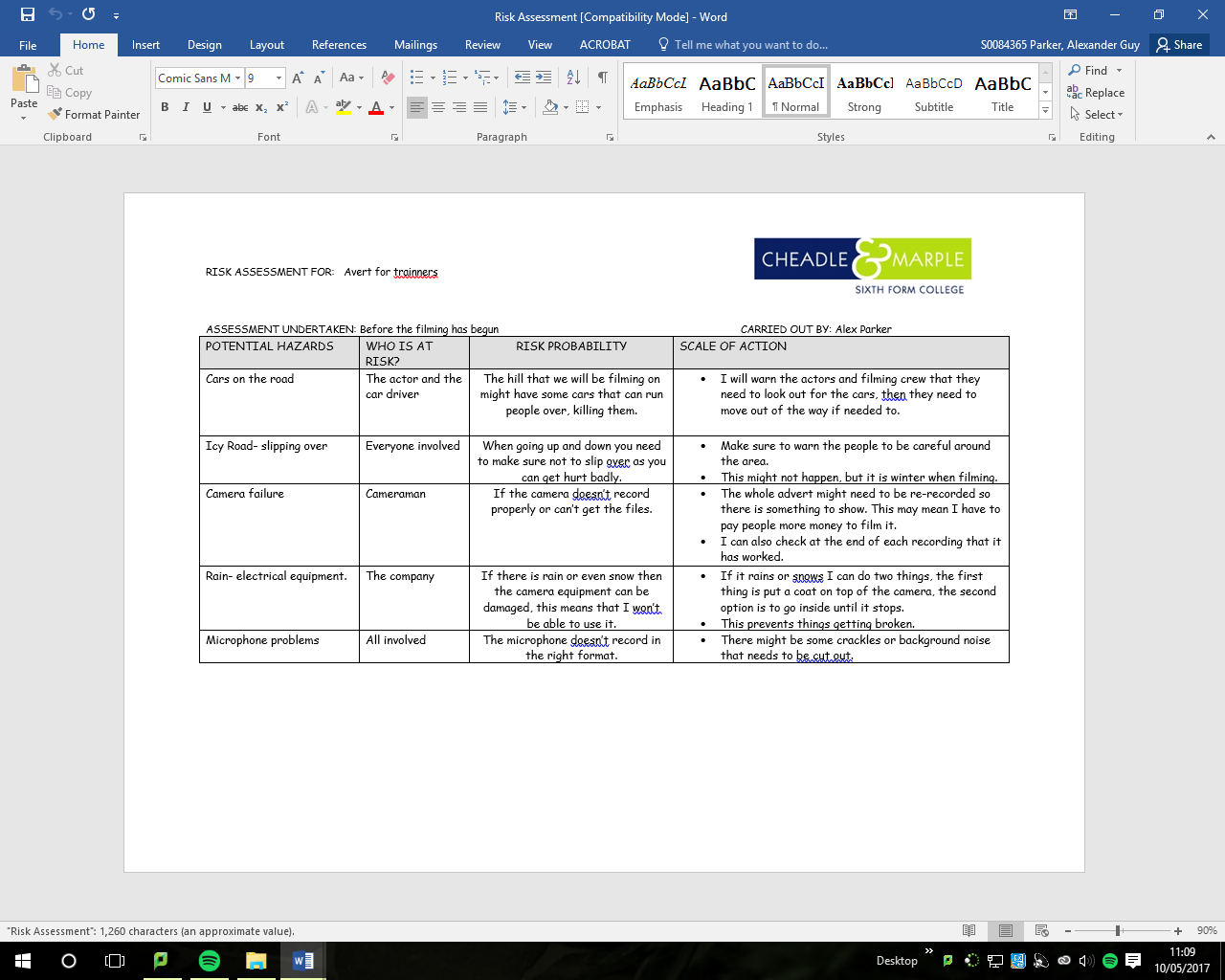
This is what I wrote in my evaluation, but if I changed some of these then I could have a completely different story. I could have changed some of the scenario and made it differently so it would fit better.

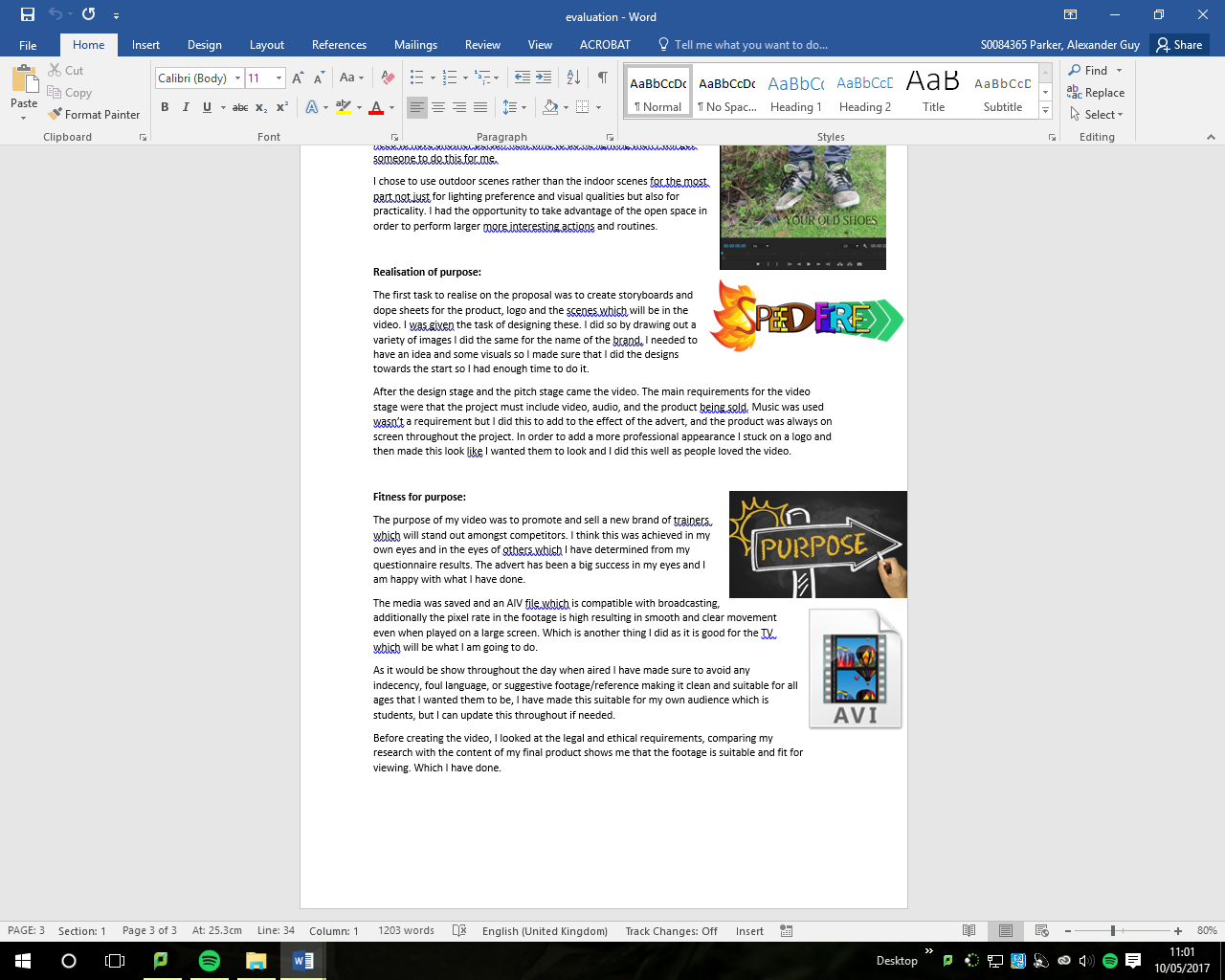
For this unit I should have had some legal and ethical considerations in a document but I didn’t. If I had legal and ethical considerations I would have talked about them, the main ones where that I should have had permission (written) that any actors give consent. If there was anyone in the background as in the public or someone on set that they are cut out or are asked for the permission. These are the standard rules and guidelines to any filming. If I needed to then I can always say that it is for a college project and that there is not too much too worry about.

Another legal and ethical consideration would be that I would have to music or sounds of my own; there is a problem to this, which is that I am not a musician. So therefore, I had to ask for permission but this would have been a big amount of time, and I wanted to have the maximum amount of time to do the work. I used a royalty free music website in the end to get the music so I can’t be penalised and prosecuted for the music.

I also created a risk assessment before filming so that I knew that if I had some problems with the equipment that I knew how to solve the problems.

Although these are only a couple of things that I need to think about, here is a box standard legal and ethical report that I have done in the past.



Opportunities for self-development and improvements.

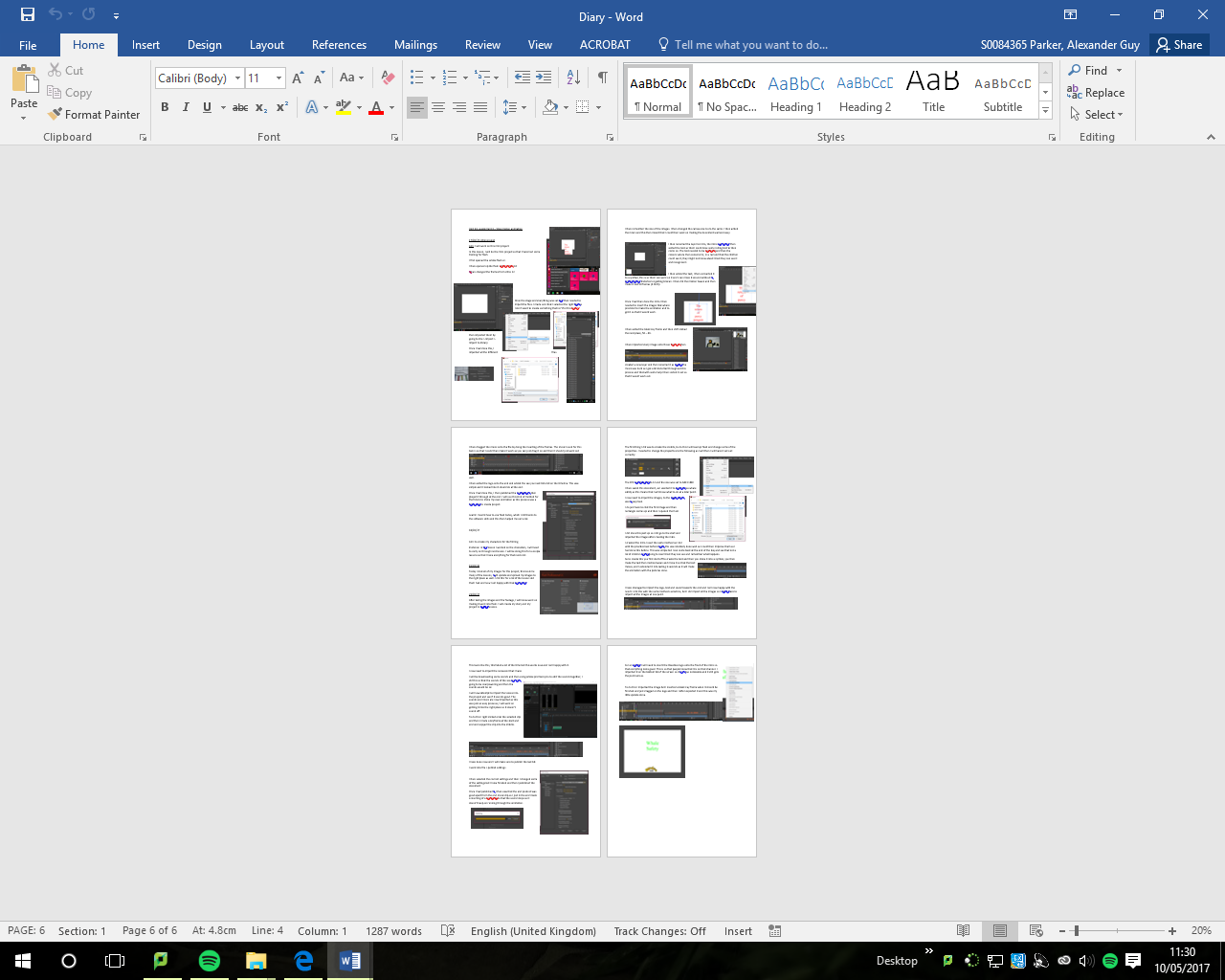
From this assignment I found out that the work I have created is fit for the purpose, this then therefore means that I could not think of any other items that I needed to add or improve upon. Even after I have created this work, I am still happy with the work that I made.

For all of the documents and for some further information go to the weebly page for this assignment:

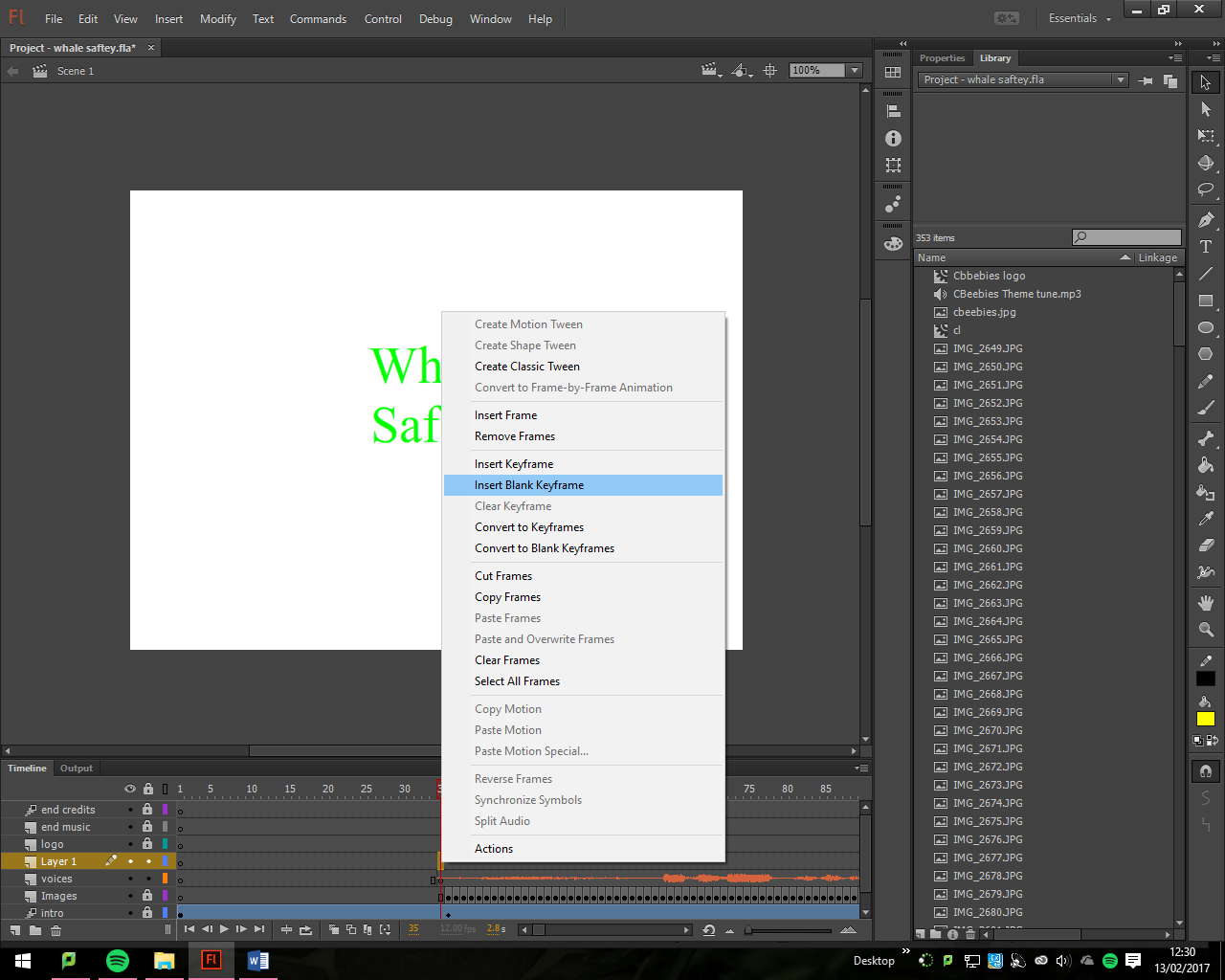
<http://alexparkercm.weebly.com/assignment-32.html>

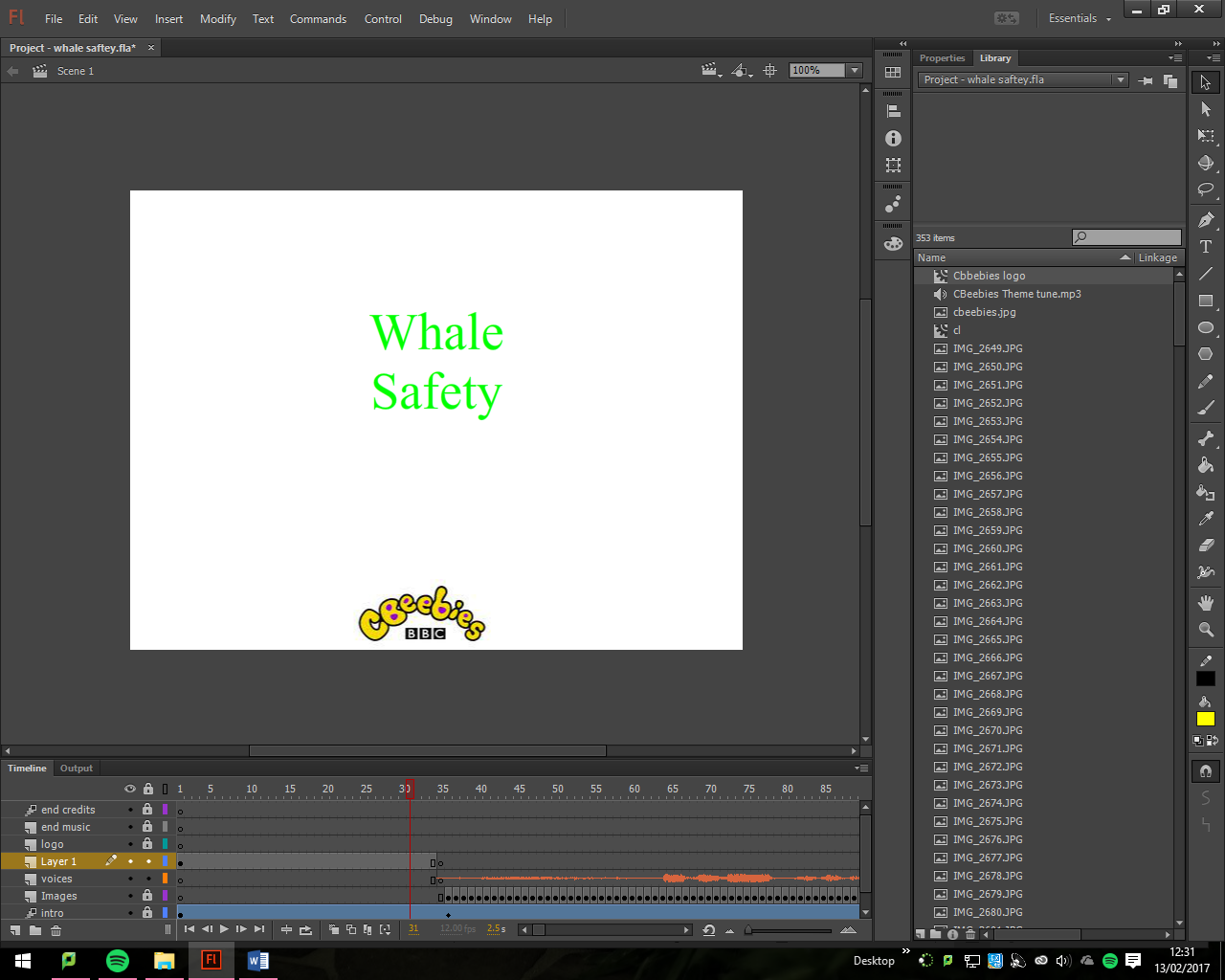
Unit 33 – Assignment 3

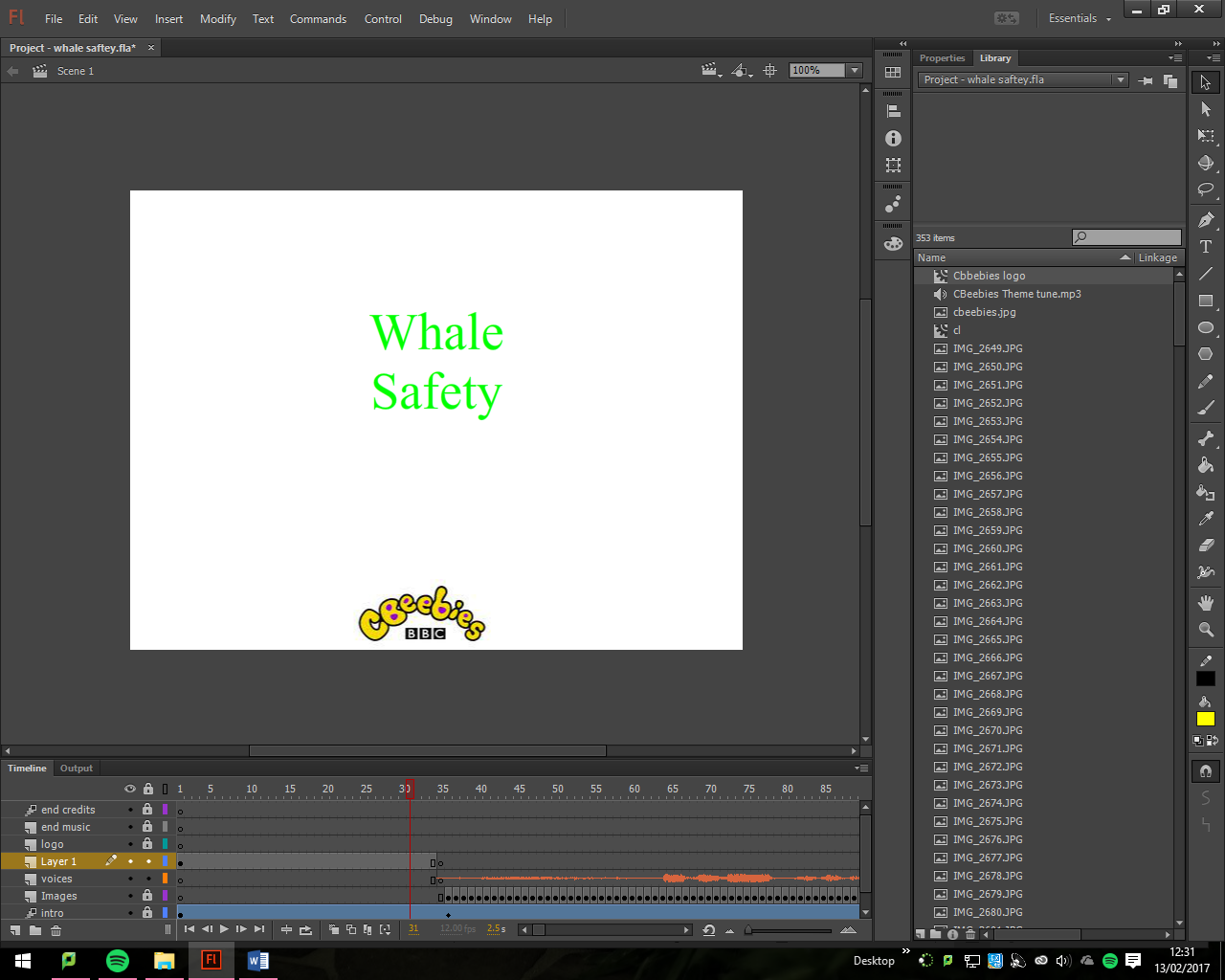
The client is an important part of a brief and a job. They are there to tell you what you should be doing, the tasks for a group is to have create something, for the advertisement I do feel as if that should be a lot of client meetings and liaisons but in this assignment and unit there wasn’t any. This does mean that I could not see what they would want to add. Although this was the problem, the assignment did have feedback at the end and a mark (the client was Linda Griffiths our tutor). Therefore, this meant that if there was something then I could update the work and make it better.

The unit 33 would have been hard to incorporate a client meeting, a client liaison, as this was a stop-motion animation unit, and this was a lot more practical so the computers weren’t used very much.

This document on the left is the diary for this assignment and this does have a update section on it where I talk about the following and then I changed it so that I had the right amount of things for this assignment and this meant that this amendment was done. I coloured it in red so that you can see this better.

“For an update I will need to insert the Cbeebies logo onto the front of the intro so that everything looks good. This is so that people know that it is on that channel. I imported it on the bottom bit of the screen so it isn’t too noticeable and it still gets the point across.

To do this I imported the image but I inserted a blank key frame when it should be finished and just dragged on the logo and then I after exported it and this was my little update done.”



After all, of these amendments, I had completed the finished product and I was very much happy with the results. The overall look of the video was also good.

For this assignment I created a questionnaire which is below, I did print this off 10 times and got people from my class to fill them in:

Animation questionnaire

Please circle the answer that you wish to hear

1. Did you enjoy watching my animation?

Yes No

1. Is it suitable for children ages 3- 5?

Yes No Some of it Most of it

1. Do you think that it meets the client’s requirements?

Yes No Some of it Most of it

1. Does the sound and voice-over work?

Yes no Only the sounds Only the voiceover

1. Do the characters look good?

Yes no

1. Do any of the animation look bad or loses its story?

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1. On a scale of 1 to ten (1- Being that you wouldn’t recommend it to anyone and 10- being that you would make your children watch it) how much would you recommend it to children?

1 2 3 4 5 6 7 8 9 10

1. Do you think that I could make this into a show that shows on Cbeebies all the time?

Yes no One off specials

1. How do you think that I can improve the animation?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for watching my animation and for filling in the questionnaire

Then I gained these results:

Questionnaire feedback review

After asking all the 10 people to fill in my questionnaire I am now going to look over all of the results.

The first question that I asked everyone is did they enjoy and like watching the animation, the result that I got was 100% as everyone loved it and this means that people would watch it. This response is something that I love to see.

I then asked whether that it was suitable for the target audience of the ages of 3-5 and the result I got back from this was 60% of people thought it was suitable, this is a bit concerning and then 30% of people said most of it, this means that I will just have to go back over it. I can see then what I could improve upon, as I need it to be suitable.

The third question that I asked was if that the animation met the clients requirements. The main response of 70% said that it did meet the client’s needs and requirements, the other 30% said that most of it did, this means that I will go back and look at all the requirements and see whether that they are all covered correctly.

The fourth question that I asked was whether that the sounds and the voice-overs work or work correctly. The response I got was 60% yes, the other results was that 20% could only hear the voiceover without sound and 20% that they could only hear the sounds without the voiceovers. This is something I need to look into as it could be a bit of a problem. This would have been made properly any other time in the professional world.

The next question I asked was whether the characters look good. The answer was 90% said that the characters looked good and that they should not be changed. The 10% that said no might have thought that the characters were not looking right; this could also be the fact that they do not like them because they are not professional.

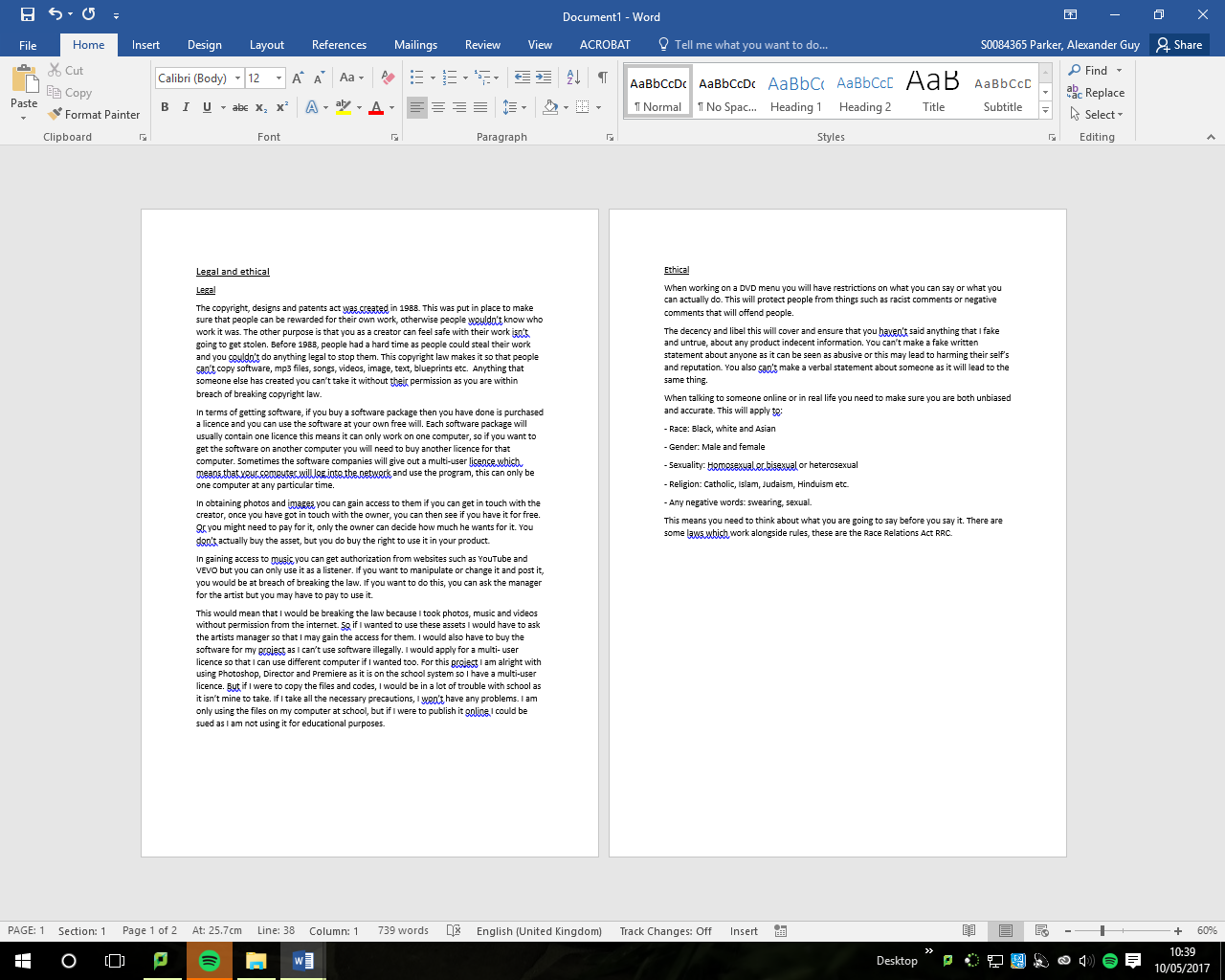
The question I then asked was a question that could have many different answers too it. I asked does any of the animation look bad, or it loses its story. 80% of people said that it did not which is good and they had some additional comments saying that they loved it, the other 20% of the people said that it had bad quality and then the other person said that they got lost a bit throughout it. This means that I might need to make the voiceover a bit more clearly.

The next question I asked was, on a scale of one to ten how much would you recommend it to a child of that age. All of the answers where higher than 4, this means that I have some time to go and to work on it to make it recommendable so that people will watch it and this means that it would be good and I can have people spread it with the word of mouth.

The 8th question that I asked was weather that Cbeebies should have it play all of the time or to have one off shows. 70% of people said that it should be a regular occurrence and should play all the time on the channel. The rest of the people (30%) said that it should be played as one off show now and again. This means that I have made something, which could be made better at another time.

The last question that I asked was how do you think I can improve it. The points I will talk about are the good feedback and what is critical to make it better for the future. One person said that maybe that I should think about lowering the volume and improve the quality of it. Another person said that I could move the characters more slowly so that you can see them; it all feels a bit rushed. Another person said that I should have a better voiceover. Someone else said that the character of the girl needs to be sown more and that they need to be more detailed.

Overall, I am happy with the work that I have done, the animation looks good and with the feedback that I have gained, I can use it to make the animation better so that people will be happy with the results. I will try to make it so that the problems and the flaws that I have I will make them better so everything looks good and so that I am happy with the result. If I needed to later on with the animation, I could also add some better graphics and that then will make it more aesthetically pleasing and that is what I would want it to have happen. I felt that the response that I had gotten was great as it then added some negative and some positive results and people then made sure that it was worked out well. The feedback from the other students was great but if I had showed it to chidren that age then the overall goodness of the program would have been better as they are the ones that are going to be watching it and this would be a good chance to see their interests and points placed in that session that they could make it better and then I can use their feedback to get it to the point of me happy with it. The project to me does not look all that good as I need to add some more professional people to make the set and the characters and the props to get them to a more higher and professional background will be better so I can entertain them better. This is what I gained from my feedback from the questionnaire.



For this unit I should have had some legal and ethical considerations in a document but I didn’t. If I had legal and ethical considerations I would have talked about them, the main ones where that I should have had permission (written) that any voice actors give consent. If their where anyone in the background as in the public or someone on set that they are cut out or are asked for the permission for their voice. These are the standard rules and guidelines to any filming. If I needed to then I can always say that it is for a college project and that there is not too much too worry about.

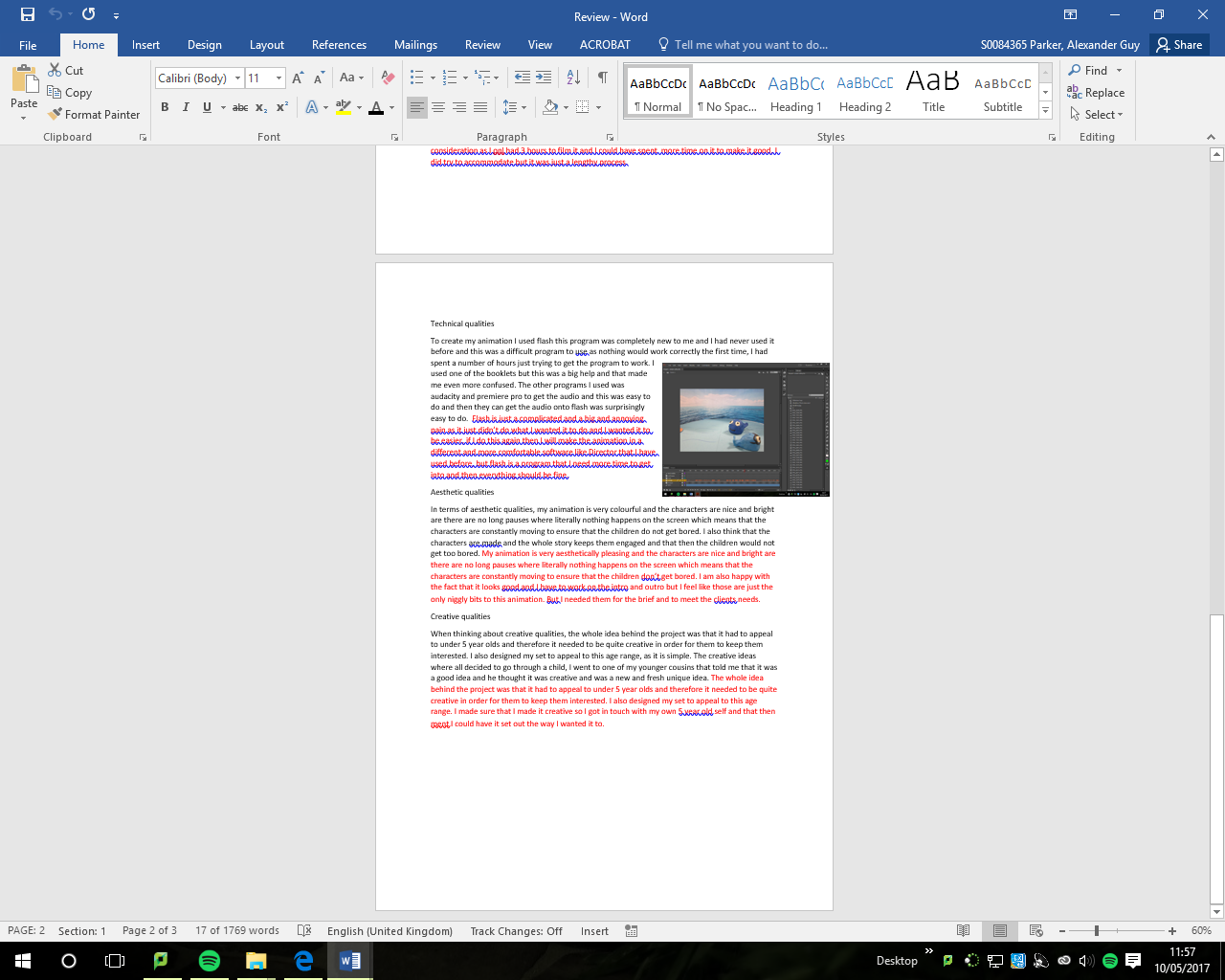
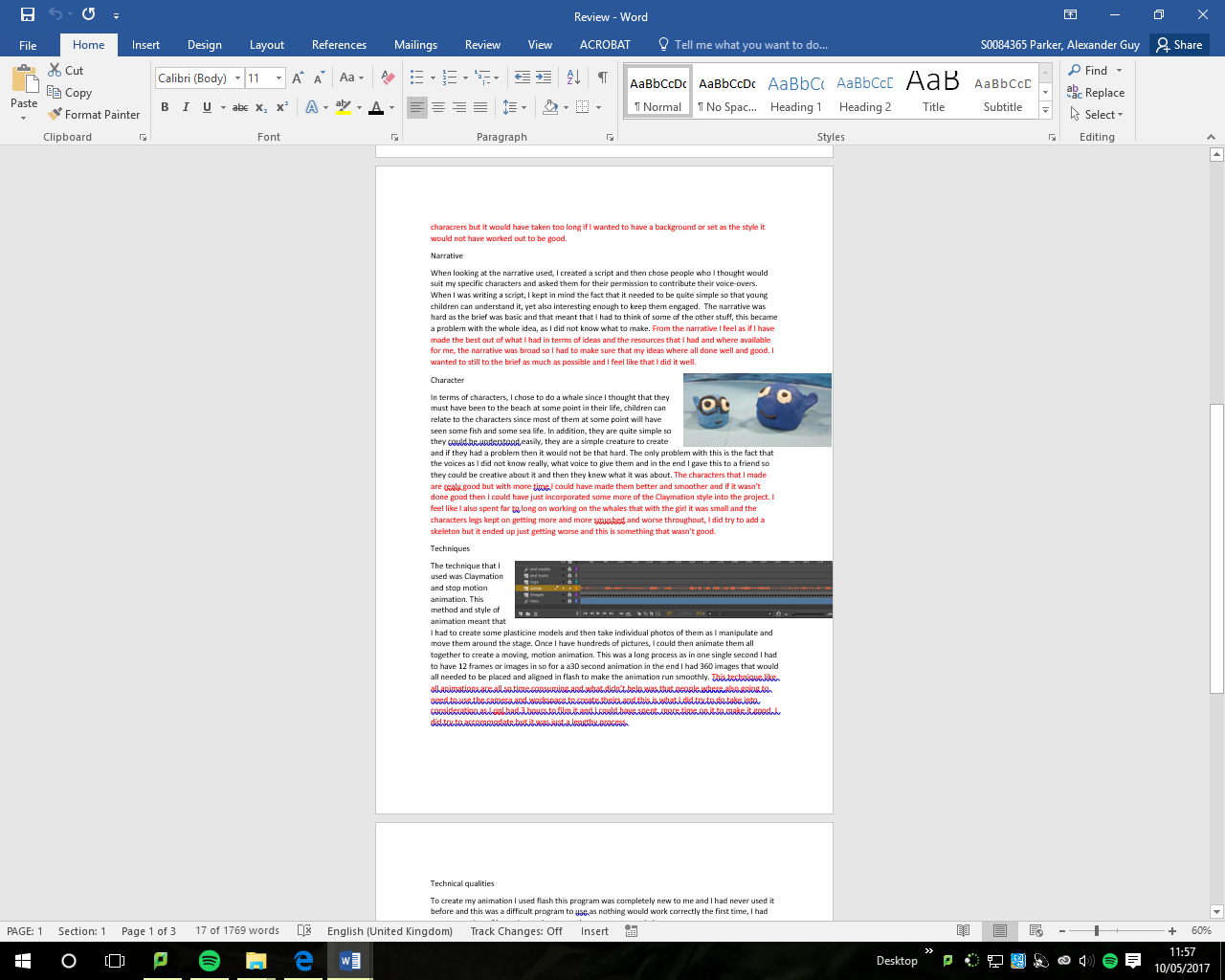
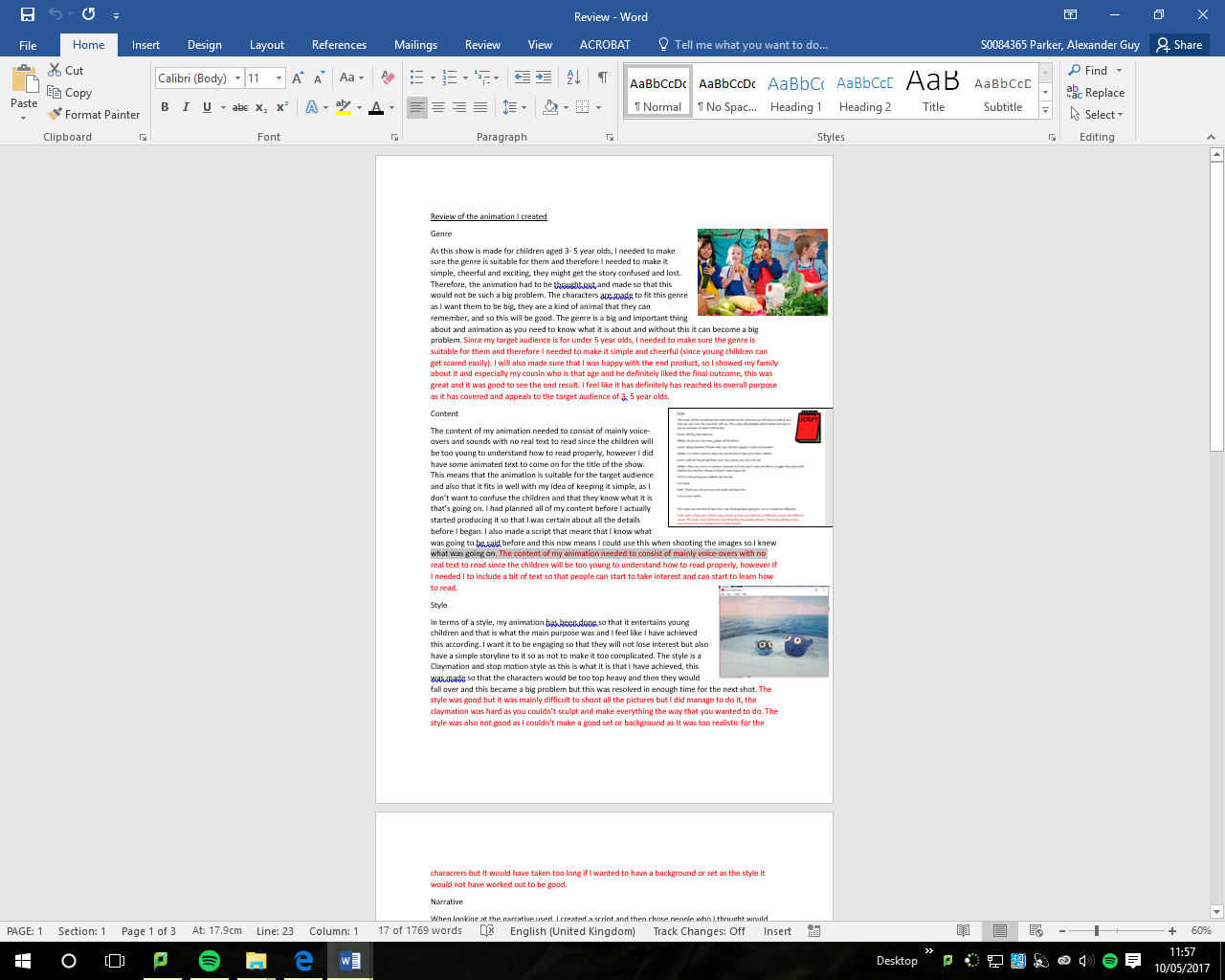
Another legal and ethical consideration would be that I would have to music or sounds of my own; there is a problem to this, which is that I am not a musician. So therefore, I had to ask for permission but this would have been a big amount of time, and I wanted to have the maximum amount of time to do the work. I used a royalty free music website in the end to get the music so I cannot be penalised and prosecuted for the music. Although these are only a couple of things that I need to think about, here is a box standard legal and ethical report that I have done in the past.

In addition, if needed to I could also pattern and copyright the characters so that no one else can use or create my own characters.

Opportunities for self – development

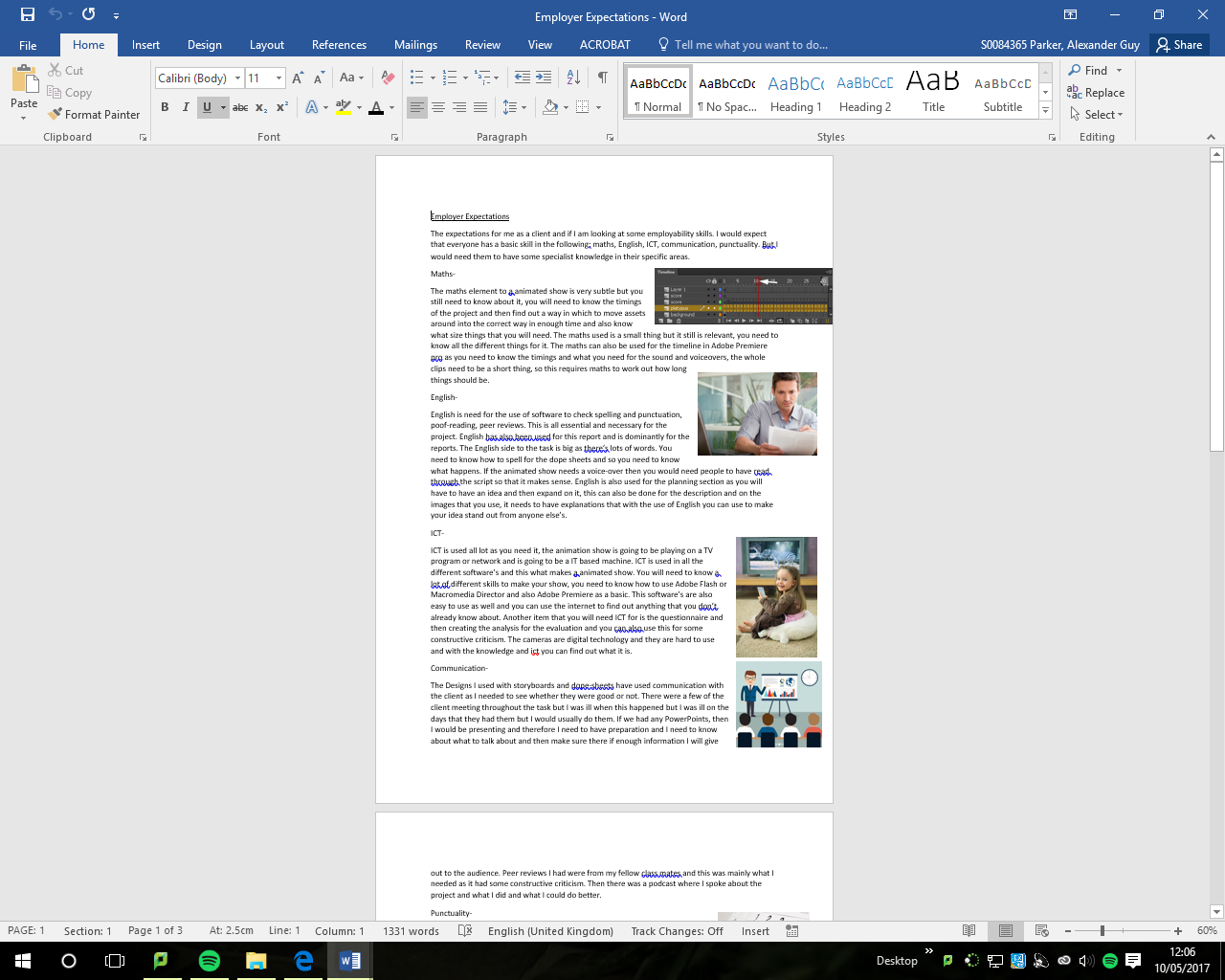
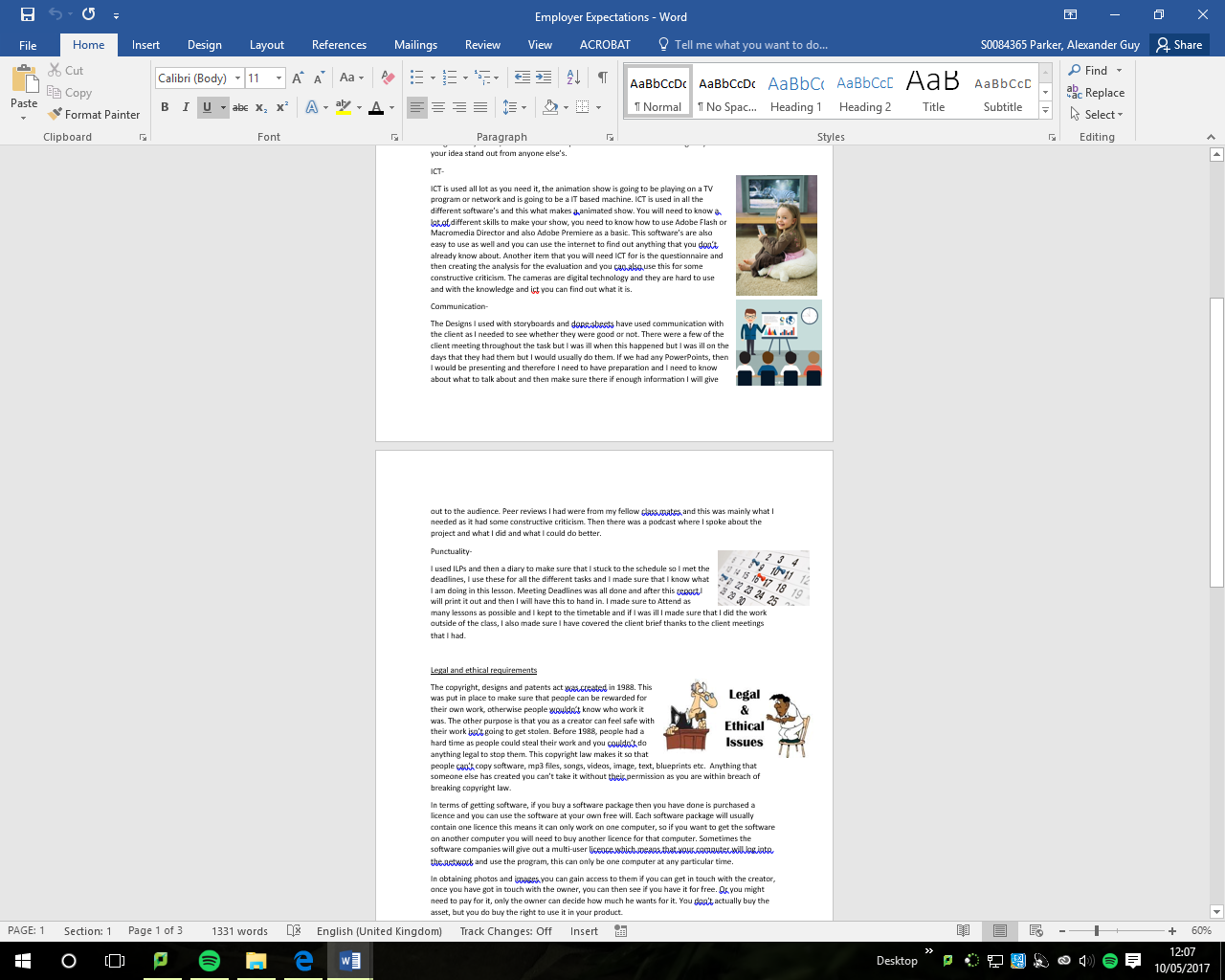
As you can see from the image above, these are my pages for my evaluation, but the outcome was that I was happy with the results then and there.

However, from then I have changed my mind, with that the characters could have been better and they could have been improved upon, the camera quality wasn’t really all in it and the voices were recorded badly. Nevertheless, this was the only things that I can think of which I could have improved upon.



Skills

For both these assignments, I have made a document that outlines the skills and employability skills that were used and needed for this assignment.



🡨 This is the Unit 33 – Assignment 3, this document is the employer expectation skills that I had created, this went over the maths, English, ICT, Communication and punctuality.

I then for Unit 4 – Assignment 3 did not have one of these documents, but if I did then It would have been something along the lines of the document above.

For all of my work and for you to find some information: <http://alexparkercm.weebly.com/>