

Unit 5 – Assignment 3 Working to a professional brief.

In this document, I am going to be comparing two different assignments 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.

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

Plan

Preparing plans to meet requirements

For Unit 33 I needed to know when the deadline was and for when all the documentations were supposed to be handed in. I used an ILP for this job. An ILP is an acronym for an Individual Learning Plan and this was the source of how I was able to get the work done on time and so see how much work I needed to do in between lessons. As you can see from my ILP I wasn't in some of the lessons due to being ill or being at a hospital appointment. However, this is the case I did still meet the deadline. This is because I did work at home and at the weekend so that on the Monday I could have time to hand it in without too much stress.

I could have used Milestone reviews to do this job as well as a ILP, but the milestone review is more of a long term keep track document. I also could have used a diary but a diary is a document that is used more in a practical part of a assignment. As you can see from the image on the right I have little goals of where I want to have the work done, this ment that I had the requirments met in this lesson.

Creative Media - Y13 - 2016-2017 - L65 - Unit 33 Animation

Week commencing	M1	M3	Tu3	Tu4	W2	W4	Th1	Th2
9/1/17	Ass 1 DEADLINE Ass 1 Session Review I completed the work from the homework that was done for throughout the Christmas holidays. I then printed it out and then handed it in. In 33 a few ideas what assignment I	Intro to Unit 33 Assignment 2 Examples TLP Assignment Brief Session Review In this lesson I started to look on the examples and then I looked at the first task, but this did give me a few ideas what I could do.	Task 2 Research Report on Children's Prongs Session Review In this lesson I carried on working through the different documents. I will carry on throughout my own time.	Task 3 Format Report Task 4 Initial Ideas Report Session Review In this lesson I carried on working through the different documents. I will carry on throughout my own time.	Task 4 Initial Ideas Report Session Review OFF COLLEGE DUE TO HOSPITAL	Task 6 Proposal Session Review OFF COLLEGE DUE TO HOSPITAL	Task 6 Proposal Session Review OFF Collage	Task 6 Storyboards Session Review off collage
16/1/17	Task 7 Think about Construction Backgrounds, Props Peer observations Session Review In this lesson I caught up with the work, I will carry on working in my free lessons.	Intro to Ass 3 Short non Diary Examples Outboard work TLP Task 2 Dope Sheets DEADLINE Ass 2 Session Review In this lesson I added the images and then worked on the drawings and then at the end of the day I printed it off.	Practice Task Mini project Session Review	Task 3, 4 & 6 Construct characters, & set Record sound Session Review	Task 3, 4 & 6 Construct characters, & set Record sound Session Review	Task 3, 4 & 6 Construct characters, & set Record sound Session Review	Task 3, 4 & 6 Construct characters, & set Record sound Take photos Create Final product Session Review	Task 3, 4 & 6 Construct characters, & set Record sound Take photos Create Final product Session Review

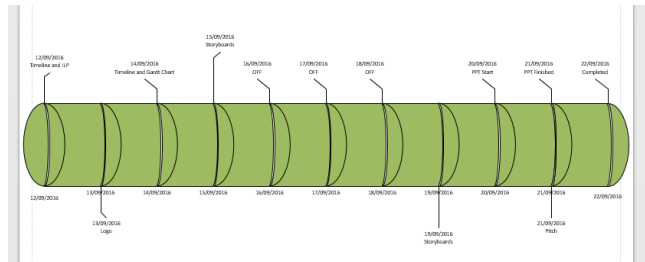
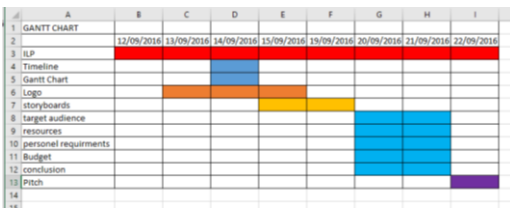
Where as in unit 4 I also needed to know the deadline and for when the documentations were supposed to be handed in. I used an ILP for this job. An ILP is an acronym for an Individual Learning Plan and this was the source of how I was able to get the work done on time and so see how much work I needed to do in between lessons. As you can see from my ILP I wasn't in some of the lessons due to being ill or being at a hospital appointment. However, this is the case I did still meet the deadline. This is because I did work at home and at the weekend so that on the Monday I could have time to hand it in without too much stress.

I also used a Gantt chart in this assignment opposed to unit 33. This is a little excel worksheet that has a lot of colour on which section of the work I will be doing in the different lessons. This also gives me a good break down of the items I need to make in the assignment. I think that this is a good thing to use, but I just did not use it as much as I was going to. As you can see, there are also dates on the top of the table as well.

CREATIVE MEDIA - Y13 - 2016-2017 - L65 - UNIT 4 PROJECT MANAGEMENT

Week commencing	M1	M3	Tu3	Tu4	W2	W4	Th1	Th2
12/9/16							Intro to Ass 2 Task 2 Proposal as PPT Sources Document Session Review In this double session I managed to create the logo and the start of the ppt.	Task 2 Proposal as PPT Session Review I then carried on doing this in the lesson I will do some more as HWK.
19/9/16	Task 2 Proposal as PPT Session Review In this lesson I did the ppt, and the dope sheets. I then did some more at home.	Task 2 Proposal as PPT Session Review In this lesson I was not in as I had a hospital appointment.	Task 2 Pitch Session Review Watched Pitches	Task 2 Pitch Session Review Watched pitches	Task 2 Pitch C2B4ME DEADLINE ASS 2 Session Review Finished and pitched my ideas			

I also made a timeline, which is a visual way of showing the same kind of information like the Gantt chart, this was created in a software called Microsoft Visio and this was hard to understand the first time when using it, but I made in the end.



With all of these documents for both of my units, I knew when I had the work done and when I needed to get to the required jobs done. I did not some of the unit's deadlines, although these are not the two that I am talking about in this review. The reason for me missing the deadlines was that I had a medical problem.

Relevant legislation followed

There are some legal and ethical documents that I have made and followed in these units.

For unit 4 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.

Legal and ethical

Legal
The copyright, design and patents act says copyright in 1988. This was put in place to make sure that people can be rewarded for their own work, otherwise people would know who work it was. The other purpose is that you as a creator can feel safe with their work going to get stolen. Before this, people had a hard time as people could steal their work and you couldn't do anything legal to stop them. This copyright law makes it so that people can't copy software, most files, songs, videos, image, text, blueprints etc. anything that someone else has created you can't take it without their permission as you are within breach of breaking copyright law.
In terms of getting software, if you buy a software package then you have done is purchased a licence and you can use the software at your own free will. Each software package will usually contain one licence this means it can only work on one computer, so if you want to get the software on another computer you will need to buy another licence for that computer. Sometimes the software companies will give out a multi-user licence which means that one computer will link into the network and use the program, this can only be one computer at any particular time.
In obtaining photos and videos you can gain access to them if you can get in touch with the creator, once you have got in touch with the owner, you can then ask if you have it for free. If you might need to pay for it, only the owner can decide how much he wants for it. You can't actually buy the asset, but you do buy the right to use it in your product.
In gaining access to photos, you can get authorization from websites such as YouTube and Vimeo but you can only use it as a viewer. If you want to manipulate or change it and post it, you would be at breach of breaking the law. If you want to do this, you can ask the manager for the asset but you may have to pay to use it.
This would mean that I would be breaking the law because I took photos, music and videos without permission from the internet. If I wanted to use these assets I would have to ask the artists manager so that they give me the access for them. I would also have to buy the software for my computer as I can't use software illegally. I would apply for a multi-user licence so that I can use different computers I wanted to. For this I am alright with using Photoshop, Director and Premiere as it is on the school system so I have a multi-user licence. If I were to copy the files and codes, I would be in a lot of trouble with school as it isn't nice to take. If I take all the necessary precautions, I won't have any problems. I am only using the files on my computer at school, but if I were to publish it I could be sued as I am not using it for educational purposes.

Ethical

When working on a DVD menu you will have restrictions on what you can say or what you can actually do. This will protect people from things such as racist comments or negative comments that will offend people.
The decency and loiter this will cover and ensure that you don't say anything that is fake and untrue about any product independent information. You can't make a false written statement about anyone as it can be seen as abusive or this may lead to harming their self and reputation. You also can't make a verbal statement about someone as it will lead to the same thing.
When talking to someone online or in real life you need to make sure you are both unbiased and accurate. This will apply to:
- Race: Black, white and Asian
- Gender: Male and female
- Sexuality: Heterosexual or homosexual or heterosexual
- Religion: Catholic, Islam, Judaism, Hinduism etc.
- Any negative words: swearing, sexual.
This means you need to think about what you are going to say before you say it. There are some legal and ethical work alongside rules, these are the basic reasons for this.

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 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.

This was the same kind of information that I used in Unit 33 although 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.

ASSESSMENT UNDERTAKEN Before the filming has begun		CARRIED OUT BY: Alex Parker	
POTENTIAL HAZARDS	WHO IS AT RISK?	RISK PROBABILITY	SCALE OF ACTION
Cars on the road	The actor and the car driver	The hill that we will be filming on might have some cars that can run people over, killing them.	<ul style="list-style-type: none"> I will warn the actors and filming crew that they need to look out for the cars that they need to move out of the way if they need to.
icy Road- slipping over	Everyone involved	When going up and down you need to walk sure not to slip over as you can get hurt badly.	<ul style="list-style-type: none"> Make sure to warn the people to be careful around the area. This might not happen, but it is winter when filming.
Camera failure	Cameraman	If the camera doesn't record properly or can't get the files.	<ul style="list-style-type: none"> The whole advert might need to be re-recorded so there is something to show. This may mean I have to pay people more money to film it. I can also check at the end of each recording that it has worked.
Rain- electrical equipment.	The company	If there is rain or even snow then the camera equipment can be damaged. This means that I won't be able to use it.	<ul style="list-style-type: none"> If it rains or snows I can do two things. The first thing is to put a coat on top of the camera, the second option is to go inside until it stops. This prevents things getting broken.
Microphone problems	All involved	The microphone doesn't record in the right format.	<ul style="list-style-type: none"> There might be some uncles or background noise that needs to be cut out.

Timescales

Deadlines

The deadlines for Unit 33 was on 2nd Thursday. This deadline according to the ILP and this was met to the deadline. As you can see from the table below which I always filled in.

30/1/17	Task 3, 4 & 5 Construct characters, & set Record sound Take photos Create final product <i>Session Review</i> I wasn't needed for this lesson	Task 3, 4 & 5 Construct characters, & set Record sound Take photos Create final product <i>Session Review</i> I wasn't needed for this lesson	Task 3, 4 & 5 Create final product <i>Session Review</i> I wasn't needed for this lesson	DEADLINE ASS 3 Create final product Publish <i>Session Review</i> I wasn't needed for this lesson	Start Assignment 4 Brief ILP Examples Task 2 Design questionnaire Task 3 Collect responses <i>Session Review</i> I wasn't in this lesson due to having a driving test, which I have passed.	Task 4 Evaluation <i>Session Review</i> In this lesson I worked on the evaluation, questionnaire and statistical review. I will work on doing the evaluation at home and then I can do the employer expectations	Task 4 Evaluation completion DEADLINE Ass 4 <i>Session Review</i> In this lesson I worked on making the documents and then I printed things out for the deadline and made sure that everything was fine.	Festival <u>Catchup</u>
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Also for the deadline for the unit 4 was on the 5th October and this was met on the next day, although there was a random inset day inserted in the middle so I did get the deadline for this as well.

3/10/16	Task 6 Evaluation of product <i>Session Review</i> Inset day	DEADLINE Ass 3 C2B4ME Festival <i>Session Review</i> Inset day	I then did the evaluation and the questionnaire review and kept my things up to date.	I then did the evaluation and the questionnaire review and kept my things up to date.	In this lesson I printed all of the work out and handed it in, I will also put on weebly.			
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Resources and sources

For both of the sources documents were made for the units, they are both are in the sources document and here. The other resources are the things that I needed for the assignment and they are things like the graphics, videos and photos.

↑ << Creative Media - Y2 >> Unit 4 - Advert > Assignment 3 > Videos

Name	Date modified	Type	Size
big explosion - sound effect	28/09/2016 12:00	WAV File	20,672 KB
Cash Register Sound Effect - Caja Registr...	28/09/2016 12:00	WAV File	42 KB
MR Beat Z - The Journey Begins [Beautifu...	28/09/2016 11:57	Flash Document	33,677 KB
MVI_1973	28/09/2016 14:11	Flash Document	34,985 KB
MVI_1974	28/09/2016 14:11	HTML File	2 KB
MVI_1975	28/09/2016 14:11	Microsoft Word D...	13 KB
MVI_1976	28/09/2016 14:11	Microsoft Word D...	4,977 KB
MVI_1977	28/09/2016 14:11	WAV File	20,672 KB
The Flash Sound Effects (Running-Super ...	28/09/2016 11:58	MP3 File	491 KB

These assets and resources would have been in an asset collection document.

Here are the sources documents from unit 33:

- http://b.vimeocdn.com/ts/185/729/18572944_640.jpg
- <http://www.wikihow.com/Make-a-Simple-Claymation-With-a-Webcam-and-Windows-Movie-Maker>
- https://www.google.co.uk/search?biw=1200&bih=855&tbm=isch&sa=1&q=timmy+time+set&oeq=timmymy+time+set&gs_l=img_3...47130.48219.0.48691.0.0.0.0.0.0.0.0...0...1c.1.64.img_0.0.0.V14k.naaJtE#imgrc=YGGR6tTm5pLm%3A
- <http://wallpaperstone.blogspot.co.uk/2005/12/wallpaper-timmy-time.html>

And here are the sources document from unit 4:

- <http://socialmediaweek.org/blog/2015/04/9-major-social-networks-age/>
- http://store.nike.com/gb/en_gb/pw/mens-gear-up-shoes/7puza7wzoi3?ipp=120
- <http://www.converse.com/uk>
- <https://www.google.co.uk/search?q=student+lifestyle&biw=1200&bih=855&source=lms&tbm=isch&sa=X&ved=0ahUKEwIN6d2ew4zPAHXB8sAKH5A5AqEQAUIBj8BmGrC=SS3VDCAPgWxMF63A>
- <http://www.abc.org.uk/>
- <http://www.barb.co.uk/about-us/how-we-do-what-we-do/>
- <http://www.barb.co.uk/>
- <http://www.rajar.co.uk/>
- <http://spong.com/company/1885/Entertainment-and-Leisure-Software-Publishers-Association-Ltd>
- <https://www.google.co.uk/url?sa=i&rc=1&q=source=images&cd=&cad=rja&uact=8&ved=0ahUKEwIB9wEY77PAHwG0R0KH5A4CncQIv1Bw&url=http%3A%2F%2Fknifreedom.com%2Finterview%2Foctober-podcast-interview-list&psig=AFQjC9NHpgbrBhc1.4k.64c7WyszeLnZw&ust=1473932751557519>
- Wikipedia
- http://www.slate.com/content/dam/slate/articles/video/video/2014/10/iphone_6_camera_review_new_features_not_worth_the_upgrade/video/screen_shot_20141021_11.45.26_am.png.CROP_promo-mediumlarge.png
- http://exploreembedded.com/wiki/images/2/22/00_Lpc1768_Timer.jpg

Development of projects

Brainstorms

For Unit 4 I did create a brainstorm and this was the document that I did make, this went over the basic ideas that I had for the advert. This was the only brainstorm that I worked on for the units 33 and 4.

Brainstorming ideas

Advertisement for a new radio program, a bar

If I were to do an advert for a radio program, there would be the logo of the new channel. I will also need to have a video over and this may introduce the new presenters and other special guests. The Ad would need to include what times the stations will be on, if I was going to do the program all there would be some of the new shows that will be playing and then I would need to figure out what age range I would do, where as if I did the radio show I would have an age group of just everyone.

Advertisement for a new brand of trainers

The trainers will need to have a new and vibrant design, there will also need to be a logo that is eye-catching. The advert will need to introduce and engage with the new customers. I will need to have a set age rating. The trainers will probably need some type of catchphrase. The advert will have more things involved and the branding will be better. The ad will need to have a model or old show with a new logo to have a new thing.

Advertisement for a new "social" bar

The advert for the new trainers will be the easiest to create this is because you can stick any type of content that already exists into the new one. The bar would need some new ideas and I think one of the best ways to do it would be to create it as a healthy product so people will buy it. The bar may need some type of logo, catchphrase and slogan for the product.

Advertisement for CAMFIC - for the Creative Media course suitable for next year's new intake

The Creative Media course at **Marist College** is a good course as you have lots of things to show off. You can show the work of the students already on the course. The advert will be jammed packed full of the fun things that we do such as, website design, animation, graphic design, advertising. The advert can be full of work and make it look great. If I were to do this, I would cover the things that we have done in the class. I would do the course work where the wanting to see the documents with thousands of words on it, as this can come across as being boring.

A general advertisement about life at college

The general advert will be about the college and not too much about the courses. It may show the different unique courses but I wouldn't show what they are about, there may be a detailed map to show where about's you are in the college on the visit. This would show the new facilities and the new and awesome classes with what they have to offer. The advert will show how much fun everybody is having and this will be good to have some interviews with the higher up roles in the college.

Conclusion

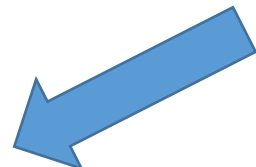
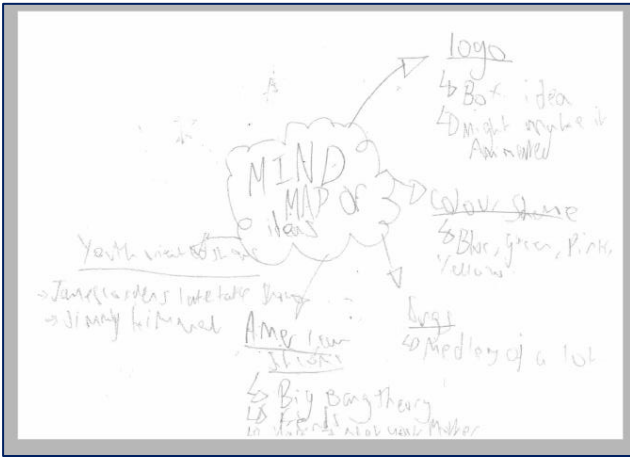
My overall conclusion taking in the consideration with the amount of time I have to create it, it would be down between the cereal bar or the shoes. I would do the advert for the bar/radio show as it would require a lot of talking about and the advert will be too vast as I will need a new office to show off and that would take a lot of time to set up. The other advert that I did want to do is the CAMFIC as it would be too easy and it would just be about my previous work and that is just something that I don't want to do. The life at college is a very big job and I would need a time that

02:00, is it to show it off, I would need to set up some interviews with the other people and this will take a lot of time to do.

So the one I have chosen to do is the shoe advert as it can be as simple or as bad as I want it to be. The advert can be for any age and the whole idea in my head is great. I would choose the snack one as it can be a good idea, but at the end of the day they aren't as good as a pair of shoes. The advert will be a bit of a challenge, I need to make it aimed at parents to buy the product and the child to get them to eat it.

Mind-Maps

For both of unit 4 and unit 33 I did not need to create a mind map, this was because this is mainly used for generating ideas. Although I didn't create one in these two units, I did however create one for unit 32 – Tv idents. There is another problem with this document and that is that the document is written in pencil and is hard to see due to the scanner. But it is below



Proposal

A proposal is a document where I would give the necessary information about what I will be doing, what I have done and what I am currently working on. I unfortunately do not have one for unit 4, as there were a lot more other documents that took over the job for me. The proposal for unit 33 is below and this is what I have used to upgrade in the red colour.



Script

The script was only officially needed for unit 33 animation unit. This was also one of the units that I have been talking to. In some other units, I have been making a resemblance of something like a script in other units. The script I used for my animation project wasn't very big as the animation was only for 30 seconds and there are some big lines in there. The script that I made was added to the proposal and here it is:

Script

The script will be something that when looked at the voice person will have to look at and they can see what the character will say. The script will probably be better but here is just an example of what it will be like.

Swish: HELP!!! Dad help me.

Wilber: Its ok son I am here ^{sw}(takes off the litter)

Swish: (Deep Breathe) Thanks dad, how did this happen I could not breathe.

Wilber: It is when a person does not use the bins to get rid of their rubbish.

Swish: well we should tell them, but I am scared, you say it for me.

Wilber: Okay son, (turns to camera- Zoomed in) If you don't want sea-life to struggle then place that rubbish into the bins, Please it doesn't take long to do.

CUTS to Girl putting the rubbish into the bin.

Cuts back.

Both: Thank you, we can now rest easily and have fun.

Cuts to end credits.

This script was the kind of idea that I was thinking about going for, as it is simple but effective.

I will make it then and I will be using a friend as they can make lots of different sounds and different voices. The audio track will be the only thing that the people will hear. The audio will have a sea wave sound over the background to make it better.



Meet requirements of brief

I did meet the requirements for both of the briefs. They were made so that I could had in. I did have a lot of checklists that helped me know what work I needed to do. Their where a few problems with the animation unit as I did have to update the work so that I have written it in red and this was just to add some more information. The document bellow is my review of how I met the requirements for unit 33. And on the top of the next page there is a document that is for the unit 4 and this just summarizes the outline of weather it is fit for purpose.

Review of the animation I created

Genre

As this show is made for children aged 3-5 year olds, I needed to make sure the genre is suitable for them and therefore I needed to make it simple, cheerful and exciting, they might get the story confused and lost. Therefore, the animation had to be **simple and fun** and made so that this would not be such a big problem. The characters are made to fit this genre as I want them to be big, they are a kind of animal that they can remember, and so this will be good. The genre is a big and important thing about animation as you need to know what it is about and without this it can become a big problem. Since my target audience is for under 5 year olds, I needed to make sure the genre is suitable for them and therefore I needed to make it simple and cheerful (since young children can get scared easily). I will also make sure that I was happy with the end product, so I showed my family about it and especially my cousin who is that age and he definitely liked the final outcome, this was great and it was good to see the end result. I feel like it has definitely reached its overall purpose as it has covered and appeals to the target audience of 3-5 year olds.



Content

The content of my animation needed to consist of mainly voice-overs and sounds with no real text to read since the children will be too young to understand how to read properly, however I did have some animated text to come on for the title of the show. This means that the animation is suitable for the target audience and also that it fits in well with my idea of keeping it simple, as I don't want to confuse the children and that they know what it is that's going on. I had planned all of my content before I actually started producing it so that I was certain about all the details before I began. I also made a script that meant that I know what was going to **be said** before and this now means I could use this when shooting the images so I knew what was going on. The content of my animation needed to consist of mainly voice-overs with no real text to read since the children will be too young to understand how to read properly, however if I needed to I include a bit of text so that people can start to take interest and can start to learn how to read.



Style

In terms of a style, my animation has been done so that it entertains young children and that is what the main purpose was and I feel like I have achieved this according. I want it to be engaging so that they will not lose interest but also have a simple storyline to it so as not to make it too complicated. The style is a claymation and stop motion style as this is what it is that I have achieved, this was made so that the characters would be too top heavy and then they would fall over and this became a big problem but this was resolved in enough time for the next shot. The style was good but it was mainly difficult to shoot all the pictures but I did manage to do it, the claymation was hard as you couldn't sculpt and make everything the way that you wanted to do. The style was also not good as I couldn't make a good set or background as it was too realistic for the

characters but it would have taken too long if I wanted to have a background or set as the style it would not have worked out to be good.

Narrative

When looking at the narrative used, I created a script and then chose people who I thought would suit my specific characters and asked them for their permission to contribute their voice-overs. When I was writing a script, I kept in mind the fact that it needed to be quite simple so that young children can understand it, yet also interesting enough to keep them engaged. The narrative was hard as the brief was basic and that meant that I had to think of some of the other stuff, this became a problem with the whole idea, as I did not know what to make. From the narrative I feel as if I have made the best out of what I had in terms of ideas and the resources that I had and where available for me, the narrative was broad so I had to make sure that my ideas were all done well and good. I wanted to still to the brief as much as possible and I feel like that I did it well.

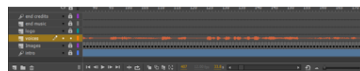
Character

In terms of characters, I chose to do a whale since I thought that they must have been to the beach at some point in their life, children can relate to the characters since most of them at some point will have seen some fish and some sea life. In addition, they are quite simple so they could be understood easily, they are a simple creature to create and if they had a problem then it would not be that hard. The only problem with this is the fact that the voices as I did not know really, what voice to give them and in the end I gave this to a friend so they could be creative about it and then they knew what it was about. The characters that I made are **really good but with more time**, I could have made them better and smoother and if it wasn't done good then I could have just incorporated some more of the claymation style into the project. I feel like I also spent far too long working on the whales that with the girl I was small and the characters legs kept on getting more and more squashed and worse throughout, I did try to add a skeleton but it ended up just getting worse and this is something that wasn't good.



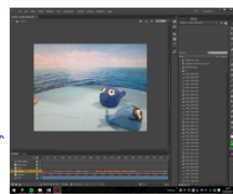
Techniques

The technique that I used was claymation and stop motion animation. This method and style of animation meant that I had to create some plasticine models and then take individual photos of them as I manipulate and move them around the stage. Once I have hundreds of pictures, I could then animate them all together to create a moving, motion animation. This was a long process as in one single second I had to have 12 frames or images in so for a 30 second animation in the end I had 360 images that would all needed to be placed and aligned in flash to make the animation run smoothly. **It is a tedious job, all animations are all as time consuming and what didn't help was that people weren't always too need to use the camera and workspace to create theirs and this is what I did try to do take into consideration as I got bad hours to film it and I could have spent more time so it to make it good, I did try to accommodate but it was just a lengthy process.**



Technical qualities

To create my animation I used flash this program was completely new to me and I had never used it before and this was a difficult program to use as nothing would work correctly the first time, I had spent a number of hours just trying to get the program to work. I used one of the booklets but this was a big help and that made me even more confused. The other programs I used was audacity and premiere pro to get the audio and this was easy to do and then they can get the audio onto flash was surprisingly easy to do. **Flash is just a complicated and a big and annoying pain as it just didn't do what I wanted it to do and I wanted it to be easier. If I do this again then I will make the animation in a different and more comfortable software like Director that I have used before, but flash is a program that I need more time to get into and then everything should be fine.**



Aesthetic qualities

In terms of aesthetic qualities, my animation is very colourful and the characters are nice and bright and there are no long pauses where literally nothing happens on the screen which means that the characters are constantly moving to ensure that the children do not get bored. I also think that the characters are made and the whole story keeps them engaged and that then the children would not get too bored. My animation is very aesthetically pleasing and the characters are nice and bright and there are no long pauses where literally nothing happens on the screen which means that the characters are constantly moving to ensure that the children don't get bored. I am also happy with the fact that it looks good and I have to work on the logo and outro but I feel like those are just the only niggly bits to this animation. **But I needed them for the brief and to meet the clients needs.**

Creative qualities

When thinking about creative qualities, the whole idea behind the project was that it had to appeal to under 5 year olds and therefore it needed to be quite creative in order for them to keep them interested. I also designed my set to appeal to this age range, as it is simple. The creative ideas where all decided to go through a child, I went to one of my younger cousins that told me that it was a good idea and he thought it was creative and was a new and fresh unique idea. **The whole idea behind the project was that it had to appeal to under 5 year olds and therefore it needed to be quite creative in order for them to keep them interested. I also designed my set to appeal to this age range. I made sure that I made it creative so I got in touch with my own 5 year old self and then I got I could have it set out the way I wanted it to.**

Although this is a box standard constraints document that does explain what there could be as a constraint.

Legal, Ethical and Constraints.

Constraints

Time
There will be a time constraint on everything, but sometimes will take quicker than other things. In this section of the project I will need to film, design, edit the footage that create. I will also need to get some models of the shoes such as getting the logo and the branding. Also the time that I will have set to do the filming I will also need to allow time to set up my camera, tripod and the other accessories, for the shot. Time considerations would involve tasks such as when and where we will be meeting up to film, as well as where we will go to gather the raw footage and how long it will take to collect the footage. I will need to precisely keep to my project times, this means I can make the work as time efficiently as possible.

For the advert I might go to different locations to shoot different scenes, this will mean that I might need to use a bus/ public transportation, so this would be another time constraint as it would require gathering the bus timetables and working out how long it would take us to collect what we need at each destination, this can be a bit of a pain. I will also calculate how long it will take setting up and putting away, as well as including walking time, with all these considered we could then determine which bus/train to get on. This all depends on whether I choose to go anywhere or not, I haven't fully decided yet about it.

Cost
The advertisement that I make will be limited to a budget which will need to be carefully used, as I don't want to ruin the plans. This budget will spread out to cover the costs of travel, equipment, personnel hire, editing software, vehicles and sets.

Resources
For this production I will need to use a number of specialist equipment this is the camera, tripod, Adobe Premier pro, Adobe Photoshop, some older blank canvas trainers, fabric pens/paint.

The program is available at college for use during lesson time, plus if I don't have the time then I can do this in my spare sessions. But the trainers and pens/dyes are not available, this means that before filming we will be required to go out and collect the materials needed to design the shoes, this might take some time to do and is another thing that will need to put in my diary.

The other technical resources that I will need are a camera and a tripod, I already have a camera which is good. This is a Canon 200D and I have a tripod that is light and ready to go. If I make the video on a day where it is raining, then I will switch it out for my iPhone camera as I don't mind if it gets wet.

I need to get myself and the equipment to the place I want to go then I will need to plan the bus times then I can get to the place easily and safely. There is a problem which my kit gets broken or if it gets stolen then there is a problem but I will always have a recovery switch that I can activate.

I can do something that will make some cuts and then I can use this money for other things. I can use my iPhone camera which has 4k capabilities then this will be good as I don't have to go out and buy a new camera which can cost a lot of money. I can then use this money for something like an iPhone tripod and a microphone. Then when I edit the video at the end then I can use the CSE suite for the editing this means I don't have to get Adobe CC suite and this will keep the costs down. This money I don't use can be for the crew and the people that are in the video. For this project I have been given £6,000 to spend on items.

I will need to get a camera, Tripod, Computer and editing station, and maybe a microphone.

I have found online a good camera which comes with lots of accessories: this is all the things that I will need, this is all for £999.00.

I can also use the money I don't I have also found a good computer that will do what I want with it. It has enough ram to hold the programs on it and this also had a 1TB of storage on it and this is enough to keep the files together, it is also a good price at £289.97

I also needed a program to edit the footage in: this is going to be Adobe suite I will get the CSE version, I have found the whole suite for £2,399 at a website and this is a bit pricey but this will do the job that I need. I spend and I can just put it back into the company.

The money I spend is: 2,487.97 – This means I have £1,312.03 to spend on bus travel and other equipment if needed.

Personnel
For this project there will only be two personnel working on the assignment (Me and My brother) if this were a larger project there would be a possibility of hiring more people and specialists to aid in production, such as camera crew and audio technicians, this would mean that I can be the director and I can focus all of my time into it. The tasks will be done over the two people, I would be the actor with the product and then my brother would be the camera operator. I then in the lessons would do the editing on my own.

This means that because there's only two working on filming and editing there will be some constraints the main one of those is the level of detail will be put into our work. This will constrain the time that there is and the jobs which will need to be accomplished, which is why I need to divide the jobs between the personnel that are there.

On you might need to pay for it, only the owner can decide how much he wants for it. You don't actually buy the music, but you do buy the right to use it in your product.

In gaining access to music you can get authorization from websites such as YouTube and VEVO but you can only use it as a listener. If you want to do this, you can ask the manager for the artist but you may have to go to see it.

This would mean that I would be breaking the law because I took photos, music and videos without permission from the internet. So if I wanted to use these assets I would have to ask the artist manager so that I can gain the access for them. I would also have to buy the software for my project as I can't use software illegally. I would apply for a multi-user licence so that I can use different computers if I wanted too. For this project I am alright with using Photoshop, Director and Premiere as it is on the school system so I have a multi-user licence. But if I were to copy the files and codes, I would be in a lot of trouble with school as it isn't mine to take. If I take all the necessary precautions, I won't have any problems. I am only using the files on my computer at school, but if I were to publish it online I could be sued as I am not using it for educational purposes.

Discussion with the client

I did not have any discussions that were actual important in any of the units 33 and 4.

However this is a client liaison from unit 32 – TV Idents and they are there to talk about something in the lesson and the client can see and use for the progress and this can give a goal of how to get somewhere that you will need to.

Client Liaison Reports

1 Comments from meeting with Client

In the first meeting that I had, I had managed to start doing some of the work. They are happy with the progress. I will do some other work to make the character and the others to make it look like my storyboard layout. The meeting was a success which is what I like, I will see if I can do the other documents and the background before the next meeting.

2 Comments from meeting with Client

From the last meeting I have got a lot of work done. I am now happy with the end as I am now going to be doing the other documents. I also talked to the client about making the evacuation as a podcast, if so I will do this in the evening.

3 Comments from meeting with Client

Before this meeting I had completed the work this means that I there wasn't one for me to have, but the client liked the approach I had given towards the work and I will now hand it in. I do have an update that I will use to complete the work completely.

Contact Log PROJECT NAME: THE GRID

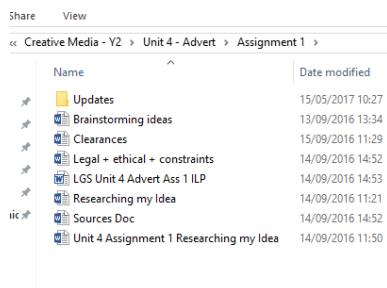
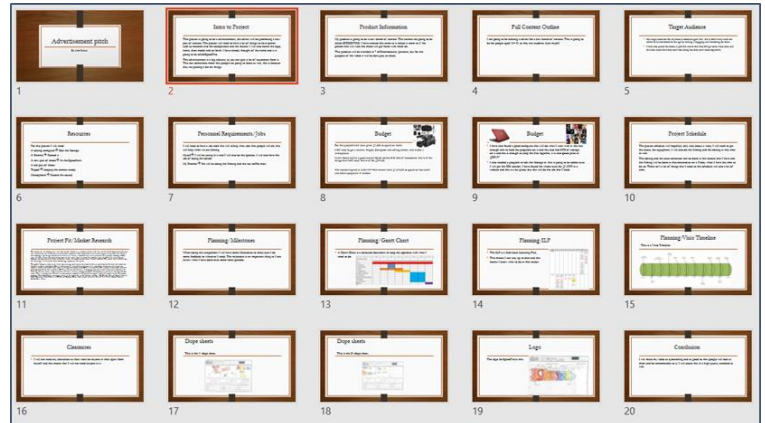
Name of contact	Date and time	Reason for contact	Result of contact
LGS	12/12/16	1 st meeting - To discuss initial ideas	Client was OK with my suggestions – gave me some practical ideas
LGS	14/12/16	Client Requirements	Looked at my work.
LGS	15/12/16	Client progress meeting	Finished ending

Apply

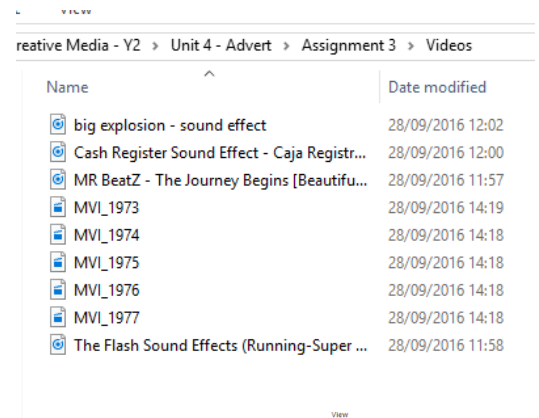
Pre-production phases

For a pre-production phase for any assignment, you will need to plan and make sure that you have the right and correct information possible for that unit.

For unit 33 I had to create a PowerPoint that explained what I was going to be creating and then I made the characters and the relevant assets for the shoot.



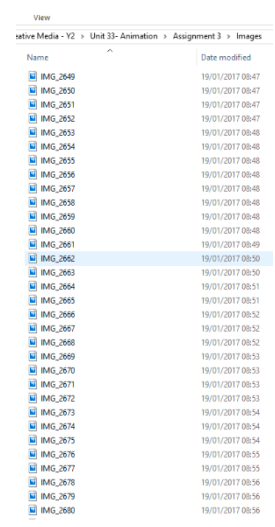
For unit 4 I did the research and the relevant documents that I need for the unit and then I would have got the correct asset and filming equipment for the unit.



Production phases

During unit 4, I would have shot the film and then I would have had some time off to do all of this, I then would have made sure that I had kept my ILP up to date. I then would have got everything like the sounds and the voices for the next part, which was relevant for the editing and this is post-production.

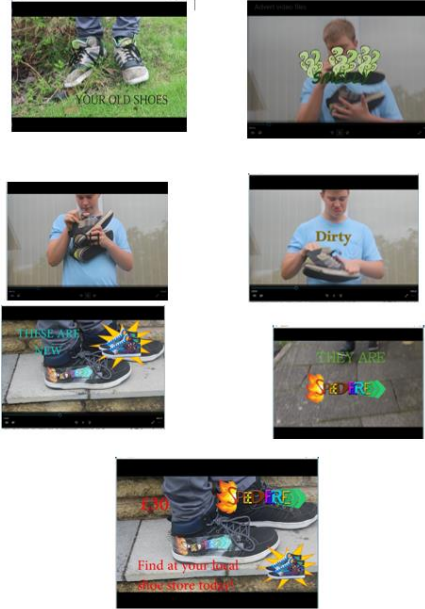
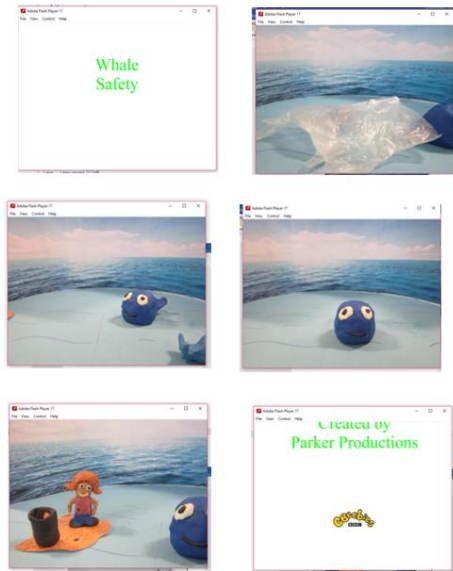
During unit 33, I would have shot the film and then I would have had some time off to do all of this, I then would have made sure that I had kept my ILP up to date. I then would have got everything like the sounds and the voices for the next part, which was relevant for the editing and this is post-production. In this case though I only had a limited amount of time as in the lessons there were set times and timelines of when you had to make sure that everything was handed in.



Post-production phases

Post-production is when you have to get the desired look that you want and in both cases I had to edit the footage and images together and below is a quick outlook at the images. I have just included the screenshots of the edited footage.

Screenshots of animation



Monitor progress

I monitored the progress with ILP's, diary's, Gantt chart, these are all below. I only included these few however you can see this on my weebly account.

Creative Media - Y13 - 2016-2017 - L65 - Unit 33 Animation

Week	M1	M3	TG3	TG4	W2	W4	TH1	TK2	
9/1/17	<p>Task 1</p> <p>SEARCHING FOR IDEAS</p> <p>Session Review</p> <p>I completed the work from the homework that was done for throughout the Christmas holidays. I then printed it out and then handed it in. I did a few ideas what assignment 1 I could do.</p>	<p>Assignment 2</p> <p>Example ILP</p> <p>Assignment Brief</p> <p>Session Review</p> <p>In this lesson I started to look for throughout the Christmas holidays. I then printed it out and then handed it in. I did a few ideas what assignment 1 I could do.</p>	<p>Task 2</p> <p>Research Report on Children's Frogs</p> <p>Session Review</p> <p>In this lesson I carried on working through the different documents. I will carry on throughout my own time.</p>	<p>Task 3</p> <p>Format Report</p> <p>Session Review</p> <p>Report</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>	<p>Task 4</p> <p>Initial Ideas Report</p> <p>2 ideas</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>	<p>Task 5</p> <p>Preposal</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>	<p>Task 6</p> <p>Preposal</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>	<p>Task 6</p> <p>Storyboards</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>	<p>Task 6</p> <p>Storyboards</p> <p>Session Review</p> <p>OPF</p> <p>COLLEGE</p> <p>SUE TO</p> <p>HOSPITAL</p>
10/1/17	<p>Task 7</p> <p>Think about Questionnaire Backgrounds, and frogs</p> <p>Task 8</p> <p>Think about Questionnaire Backgrounds, and frogs</p> <p>Session Review</p> <p>In this lesson I caught up with the work. I will carry on working in my free lessons.</p>	<p>Task 8</p> <p>Think about Questionnaire Backgrounds, and frogs</p> <p>Session Review</p> <p>In this lesson I added the images and then worked on the drawings and then at the end of the day I printed it off.</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>	<p>Task 3, 4 & 5</p> <p>Practice Task</p> <p>Mix project</p> <p>Session Review</p> <p>Construct characters, & set</p> <p>Record sound</p> <p>Session Review</p>

