

260MC: Placing Your Media Production in Context

COURSEWORK 1 ASSIGNMENT BRIEF 2016-17

The Cinematography Project

HAND IN: Formal Presentation (Dec. 9th) and MOODLE (Dec. 8th)

Overview:

An important part of understanding how *your* media production fits into certain contexts is to understand and explore those contexts more fully. In the first term, we will be working together to produce a Cinematic Responses to a series of creative briefs, which will help you to develop your production skills. The work produced in response to the creative briefs will feed into a final cinematic short film produced in response to a given canonical image. Your short film will be supported by a verbal presentation in which you will demonstrate the critical and historical context in which your work has been produced.

Key to the success of this assignment is your engagement in the issues raised in the class; your creative abilities; and the critical, analytical, and reflexive work in the assignment.

Specific Tasks:

Three Components

1. The Film //

Brief:

You will work in groups of 4-6 members. Each group will be given an image. It maybe a photograph or it may be a painting. Your task is to make a cinematic response to the image that you are given. Your film must have a narrative, although you do not have to use a traditional three-act structure. The running time should be 4 - 6 minutes. The film should draw upon the cinematic skills you have developed throughout the module.

You will work as a contributing, creative member of the group in at least one of the following roles: writer, producer, director, cinematographer, production designer, editor, sound designer.

It is the entire group's responsibility to complete the film. That is to say, no one member of the group is to be held responsible for the failure to complete this project. Every member of the group must work diligently throughout the project to ensure its success.

"We must, indeed, all hang together or, most assuredly, we shall all hang separately."

- Benjamin Franklin

Restrictions:

- Diegetic sound only – no music
- Your finished film must contain your own representation of your given image.
- Run time must be between 4 and 6 minutes. No more, no less.
- You must reference your chosen image at the end of your film, both visually and with text.
- No hand-held camera work.
- You must use both artificial light and natural light in the film.
- No post-production visual effects.

2. Viva Voce //

On the 9th December, you will screen your film to an assessment panel. This screening will be accompanied by a group presentation. You will have 15 minutes in total to screen your work and deliver your verbal presentation.

Your presentation should include, but is not limited to;

- a. A detailed analysis of your film in relation to the themes and ideas discussed on the module.
- b. Historical and cultural contextualization of your work, and the influences upon your work.
- c. A consideration and analysis of how you use formal modes of film production to make meaning.

Your presentation should include references to research.

The purpose of the viva presentation is to:

Confirm that you understand the context in which your work is produced, and that you can defend it verbally.

Investigate your awareness of where your original work sits in relation to the wider field of film and media practice.

Allow you to clarify and develop the ideas and skills you've demonstrated in your production work.

You will be marked on the quality of your production; your adherence to the “rules of the game”; the quality, breadth and depth of your research; the quality of the group presentation; and your individual contribution to the presentation.

We will be looking for:

Clear and well articulated arguments.
Appropriate use of images and research material.
Knowledge of the subject matter.

3. The Portfolio //

Over the course of the next ten weeks, you are going to produce a series of media objects that, together, are going to form the basis of a coherent body of work related to the area of Cinematography and Creative Visual Practice. This work will include practical and analytical tasks covering a range of techniques.

Your aim should be to start developing your own identity as a creative by understanding how other practitioners have brought meaning to their work. As part of this you will be considering the context of your work and how it relates to wider areas in media theory and practice.

Each week you will submit the task to the 'Cinematography Collective' Vimeo channel <https://vimeo.com/groups/cinecollective> for critical and creative feedback from your peers. You are expected to take a proactive part in enabling you and your peers to develop.

The aim is for these tasks to build into a portfolio of work that demonstrates your knowledge with regard to professional practice, media theory and the wider contexts inherent within your work. You will need to keep a record of your creative development, research and analysis for each of the tasks.

Your final portfolio will take form in a completed website. This should be a designed, aesthetically pleasing website, professional in form and function. It will feature, at minimum, **four of your original pieces** created after 3 October 2016. One of the pieces featured must be your final film (Component 1 of this brief). Another of these pieces must be your work from "Task 7: Remake".

For **each** media object featured in your final portfolio, you must include a 650-750 word report (with bibliography) including, but not limited to, the following information:

- **What** // outline the task and/or your responsibility
- **How** // technical feats you accomplished, your workflow in specific detail, paperwork generated in completing the task
- **Why** // critical reasoning/rational for your specific choices, what were you trying to accomplish?
- **Research** // critical and historical context, who is doing similar work now/then, inspiration

- **Self Reflection** // did you accomplish what you set out to do, what did you learn, what would you do differently next time, what challenges did you face, did you overcome those challenges and if so describe how

Hand-In Specs:

Via Turnitin: The completed “260MC CW1 Hand-In Sheet 2016” which will include a link to your finished film, a link to your individual Vimeo page, a link to your final portfolio, a full bibliography for sources used in your final presentation, and any other presentation materials. You will also submit a PDF of your portfolio that will serve as evidence of your portfolio at the time of submission.

At Presentation: A print out of your bibliography, formatted in Harvard Style. You will also provide a digital copy of your finished film in Quicktime format using the JPEG 2000 codec and uncompressed audio via a thumb drive or other physical media.

Assessment Criteria:

The following learning outcomes of this module will be used to assess your first piece of coursework:

1. Demonstrate through high-quality written and practical work an informed and critical knowledge and understanding of historical developments and current trends within professional media practice.

To obtain marks for this assessment criterion, you need to:

- Show evidence of research of the various contexts that affect media production: political, economic, technical, social etc.
- Provide evidence of reflection of *how* those contexts affect media production, have changed over time, and are changing now

In short: this is about **contextual awareness**.

3. Produce sustained analysis, evaluation and reflection upon their own work and that of their peers.

To obtain marks for this assessment criterion, you need to:

- Provide analysis of contemporary media practice, possibly within one defined community of practice (Cinematography, Direction, Sound Design, etc.)
- Provide analysis of how your work fits into this established community of practice, either in terms of working methods, the forms of media used, or in meanings created
- Provide evaluation and reflection of the above for yourself and the work of your peers

In short: this is about **critical analysis**.

5. Identify, select and apply appropriate genre specific technical craft skills within a range of relevant media technologies.

To obtain marks for this assessment criterion, you need to:

- Show evidence that you understand and adhere to professional production practices in the production of your objects.
- Provide evidence of a good knowledge of a range of technical skills across the range of media covered on the module.
- Provide analysis of how your work fits into, or stands outside, these established communities of practice, either in terms of working methods, the forms of media used or in meanings created.

In short: this is about **technical craft**.

6. Produce high quality work as specified within the assignment briefs.

To obtain marks for this assessment criterion, you need to:

- Produce work to the required length meeting each brief's specific specifications and requirements.
- Ensure the clarity of arguments in terms of structure and in terms of its legibility. Good spelling, punctuation and grammar are essential.
- Correct referencing using the Harvard referencing system.

In short: this is about **professionalism**.

Other information:

This assignment is about getting you to develop your *craft* in media production so the work *must* be produced to the highest possible quality. The way of working replicates the way of working in the core Media production modules in Level 3 so the more you engage this year, the better your marks will be both this year and next.

The University wants you to do your best. However, we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline. You will find information about the process and what is or is not considered to be an event beyond your control at:

<https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>