


Assessment Criteria

AO1 – Review Existing Video Clips		S	T
p	List the good features of two different video clips	<input type="checkbox"/>	<input type="checkbox"/>
p	List the not so good features of two different video clips	<input type="checkbox"/>	<input type="checkbox"/>
p	Identify at least one feature from your research to use/avoid in your video clip	<input type="checkbox"/>	<input type="checkbox"/>
M	Identify the aims of two different video clip	<input type="checkbox"/>	<input type="checkbox"/>
M	Give a detailed explanation of the good features of two different video clips	<input type="checkbox"/>	<input type="checkbox"/>
M	Give a detailed explanation of the not so good features of two different video clips	<input type="checkbox"/>	<input type="checkbox"/>
M	Suggest possible improvements for the video clips	<input type="checkbox"/>	<input type="checkbox"/>
M	Explain why you will use/avoid a least one feature identified from your research	<input type="checkbox"/>	<input type="checkbox"/>
D	Identify the audience of two different video clips	<input type="checkbox"/>	<input type="checkbox"/>
D	Give a thorough explanation of the good features of two different video clips with reference to audience and purpose	<input type="checkbox"/>	<input type="checkbox"/>
D	Give a thorough explanation of the not so good features of two different video clips with reference to audience and purpose	<input type="checkbox"/>	<input type="checkbox"/>
D	Suggest a range of valid improvements to help the video clips meet their aims	<input type="checkbox"/>	<input type="checkbox"/>
D	Identify a number of features from your research to use/avoid in your video clip and explain why	<input type="checkbox"/>	<input type="checkbox"/>

AO1 - Review

- You will review 2 different types of video clip
 - TV Advert
 - Movie Trailer
 - Music Video
 - Promotional Video
 - Online Media Clips
- Videos to review are in shared area
 - Shared Area – ICT – Year 11 Core – Unit 23 – AO1
 - You can pick which video to review but you can not review 2 from the same folder

Review Template


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- In each review you will:
 - Identify the video type and name
 - Identify the audience
 - Gender, Age, Interest
 - Identify the purpose and whether the video has met its purpose
 - To entertain, to promote, to educate, to persuade etc
 - Explain 3 good points
 - Explain 3 not so good points
 - Identify features you will use or avoid in your own video and explain why
 - Suggest improvements and how these would help the video meet its aim

Things you could discuss...

- Length of clip
- Speed of loading
- Length of scenes
- Continuity
 - How clear is the clip
- Transitions
- Use of different components
 - Stills, video, animation, different types of sound
- Quality of components
- Clarity and balance of different components
- Synchronisation of components
- Effects
- Use of text
 - Titles, credits, captions
- Extent to which the purpose is met
- Impact/effectiveness of message



Things to Remember!

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- Consider these things:
 - When you are discussing the videos you should be explaining the reasons behind what you think
 - If it is effective explain why!
 - Try to discuss a variety of things in each review
 - Not all the videos you review have to be good!
 - It is useful to consider poor quality videos too!
 - Try to make your answers as detailed as possible
 - Try to relate answers to audience and purpose of the video clip