

Unit 5: Video Production

Aim and purpose

This unit aims to provide learners with an opportunity to create a video production, the focus of this unit being on the application of the production phases – pre-production, production and post-production. The unit also requires learners to reflect on the final product and their working practices.

Unit introduction

The term 'video production' encompasses a wide variety of moving image production activity, from one person working independently to major television companies producing prime-time entertainment.

This unit introduces learners to the techniques and technology of video-based production work. Learners will develop an understanding of the three production stages – pre-production, production and post-production.

Learners will work individually on the pre-production stage, developing an idea into a proposal, scripting and storyboarding it. They will also complete other pre-production activities on their own to ensure that they have a good grasp of this process. They will work as part of a team for the second two phases to complete a video product. On completion of the product, learners will review their contribution to the production process and to the quality of the product.

Learning outcomes

On completion of this unit a learner should:

- 1 Be able to carry out pre-production for a proposed video product
- 2 Be able to contribute in a technical capacity to the creation of a video product
- 3 Be able to carry out post-production for a video product
- 4 Be able to review own video production work.

