A Level Non-examined Assessment Checklist (revised 02/2020)
Music video and web pages

(There should be a least one blog post about each stage)

1. Create your blog on either www.blogger.com, or www.wordpress.com   Send the URL of your blog to Mrs B so she can put it on www.mrsblacksmedia2.wordpress.com. ☐

2. Write and introduction post to your blog, and post your star image and auteur director work to your blog. ☐

3. Research the record company **stated in the brief** from the exam board, produce a Prezi or PowerPoint on the history and structure of the company. ☐

4. Research the genre of music **stated in the brief.** Produce a short video or vlog which describes the history of the genre and the acts that are within the genre. ☐

5. Research acts in the genre **stated in the brief** and are owned by the record company in **stated the brief**. (See Mrs B's posts for help!) Present your work in an interesting way. ☐

6. Choose the track you are going to use. **Your track should be approx. 3 mins long**. Write about why you have chosen this track and artist. ☐

7. Research the past videos made by your chosen artist. Pick your three favourite videos of theirs and justify why you like it. ☐

8. As we go through the **'things to consider'** posts on the blog, post about at least 3 of them in regard to your production plans. ☐

9. Find out who owns the **copyright** of the song you have chosen and find either an email address or a postal address for them or their management. Write a letter seeking permission to use their track. Put a copy of the permission letter on your blog. ☐

10. Go to http://www.uktribes.com and use it to define your perfect audience member, **taking into consideration the audience stated on the brief**. Create a complete picture of your audience member, from clothes to the food they eat, music they listen too. You can get a friend to dress up in the appropriate costume and take photos. Post about how your video is going to attract your 'perfect audience member'. ☐

11. Define the key elements you must include in your video to conform to the expectations of the genre, the audience you have identified and what is expected of a video. Make a check list of things to include in your video. ☐

12. **Write a draft of your 'Statement of Intent'.** (See your teacher for details.) ☐

13. Create a mood board, either physically using glue and scissors, or digitally. Upload it to your blog; write a short entry on why you have used what you have on the board and how it conforms to the expectations of your music genre. ☐

14. **Create a new logo/brand icon for your chosen artist**. This will be used in both the video and the website. ☐

15. **Write a draft 'treatment'.** This should include information on your target audience and how you are attracting them, location plans, equipment plans, crew roles, effects in video etc. ☐

16. Plan a set of **original images of your artist**, to be used on the website, which can be shot at the same time as the video footage (a minimum of 4 photos). ☐

17. Create a story plan for the video; write a brief synopsis. Plan carefully the representation and characters you are going to include. **There should be at least two characters, representing two different social groups**. ☐

18. Plan **5 sections** to your video, to add variety, **including at least two different settings**. Create a storyboard for each section (either drawn or photo-strip). ☐

19. Plan where you are going to put in the artist's logo and title of the song. ☐

20. **Write your final 'Statement of Intent' and 'treatment'.** ☐

21. **Create a shot list and shooting script**. ☐

22. Plan locations and take location shots. Blog your reasons for choosing these locations. Seek permission if needed. ☐

23. Cast your film and take casting shots. Blog your reasons for casting whom you have. ☐

24. Plan and collect all props and costumes. ☐
25. **Shoot your film** ☐
26. Post **evidence of production** on your blog (screen grabs of editing, behind the scenes photos of the shoot). ☐
27. **Shoot your original images for use on the website**. ☐
28. Make a rough edit and check that you have all the shots you need. Put it on your blog. ☐
29. Do any re-shoots and pick ups needed. ☐
30. **Complete final edit and upload it to your blog.** ☐
31. Research band websites from the genre you are working in. **Analyse them for typography, images, fonts, background and logos. Look for the how the create representations of the artist.** You should do a full textual analysis of at least 2 websites. ☐
32. Using an already existing webpage, create a map of how all the links and pages work together. ☐
33. Define the key elements you must include in your website to conform to the **expectations of the genre, the audience and what is expected of a website for a music artist**. Make a check list of things to include in your website. ☐
34. Decide which website builder you are going to use: wix.com or weebly.com and justify your choice. ☐
35. Create a **flat plan draft of both of your webpages** for your website (one must be a 'home page'). Indicate on them, the colours, images, font choices, hyperlinks and position of elements and text. Upload them to your blog, write a short entry on why you have used made the choices you have. ☐
36. Make a **list of all the things you need to create your web pages**, including pictures, text and AV elements. ☐
37. **Draft all of the text** you are going to include in your pages for SPAG checking. Include an introduction to your artist. ☐
38. Create a **short vlog with your artist**, where they talk to their 'fans', to be included in the web pages. ☐
39. **Create your web pages**. ☐
40. Post about the process of creating your web pages. ☐
41. Check webpages and amend any mistakes. ☐
42. Post a link to your web pages on your blog. ☐
43. **Stick your final video and your webpage link to the top of your blog.** ☐

'Have I done it?' final check list:

Essential element:	Done ✓
Statement of intent	
Music video completed and posted	
Web site completed and functioning (link posted to blog)	
Treatment	
Storyboards	
Narrative in my video	
Two settings in my video	
Two representation in my video	
Lip sync in my video	
Attracted the stated audience	
Produced a clear sense of branding across the two products	
Logo and title in my video	
Used two original images in my web pages.	
Used logo on my web pages	
Text that introduces artist to fans on web pages	
Working links on web pages	
Extra AV element on web pages	