**Level 3 Diploma.**

**Project One: Short Film Production**

**Task Two: Pitching a Short Film**

**Unit 1 1.1, 1.2 Unit 2 1.1, 1.2**

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| Student Name  |
| Joseph Colvill  |
| Context |
| Shadow DomainYour concept for the film was clear and identified your aims and intentions. You have identified that your film is going to conform to the horror genre and you discuss, in detail the conventions of this format and how your understanding of this genre will support the practical approaches to production. You reference other films and production companies which have inspired and informed the development of your idea. You discuss technical, written and symbolic coding to drive storytelling –this demonstrates good knowledge surrounding visual storytelling and technical elements in film and media. You were able to use industry standard terminology to articulate your ideas and used film language to explain narrative structure. You provided details on the narrative devise you aimed to embed and explored how characters will drive the film towards the goal. |
| Practical |
| You have considered locations that are accessible and relevant to the context your film and consider back-up plans for if you cannot gain access to these locations. You have demonstrated some efficient planning at this stage of the production but need to consider a Plan B for if locations, resources and props are unavailable.  |
| Presentation |
| Joseph, you have some strong ideas that you have not evidenced as part of your presentation. You clearly have an interest in this format and were able to discuss your ideas confidently. Consider how a moodboard or additional, visual resources would allow you to further articulate your ideas further and engage the audience. Very well done!  |