Digital Asset Development: Assignment 1 Brief

Summary

This document outlines the task for Assignment 1, which is worth 40% of the overall module mark. This is an individual assignment. The deadline for submission of work is the end of **Wednesday 18th November 2015**. The assignment is intended to test the following learning outcomes:

- *L1: Demonstrate knowledge of core concepts relating to the creation, processing and storage of digital media assets.*
- *L2: Use relevant software tools and techniques to create, manipulate and integrate a range of digital media assets.*

The Brief

You are tasked with creating a video trailer and promotional poster for future UWS AniJam (48 hour animation/game competition) events, using materials generated from the first such event held in June 2015. These materials include the four animation pieces produced, along with clips from video interviews conducted during the event. You should download these from the module Moodle page. Both the video and poster should feature the tagline "Coming soon...to a university lab near you!". You are free to create additional assets for your video and poster, as well as to use material gathered from other sources (such as backing music or **stock graphics**). Note that any material used that is neither generated by you nor supplied along with the brief must be documented and credited.

To complete this assignment you will need to use Photoshop, Audacity and Premiere (or equivalent software tools) to process and assemble your assets. Note that we hope to use the best pieces of work from this assignment to promote future events.

Your submission will consist of the following deliverables:

- A **poster**, which should be A2 portrait-style in layout. This must include the UWS logo as well as the required tagline, and should give some idea of what the event is about. It is recommended that you use elements from the supplied animations within your poster. In other respects the design is up to you, but the poster should look professional and give a positive message about the event.
- A **30 second video trailer** promoting the event. This must also include the logo and tagline, as well as excerpts from the supplied animations and interviews (the interview material can be included as voiceover). It is recommended that you source a backing track and any other required sounds, as well as creating suitable titles and other graphics for your piece to help explain the nature of the event being promoted. You should use Audacity to process your soundtrack items and Premiere to assemble and edit the overall sequence. Both the audio and visual content of your piece should be of good quality and smoothly edited. The final video should be rendered at 1280x720 resolution and compressed using a suitable codec in MP4 or AVI format. The resulting video file should be less than 50 megabytes in size.
- A **short report** describing your development process. This should discuss the main decisions taken in designing your poster and video, the key tasks involved in processing and

assembling content, and any problems encountered that had an influence on the final outcome. You should also document thoroughly any content items used that you did not create yourself, and that were not supplied along with the brief. You should give a link to the source of such items, and explain how they were used in the final piece. You should also acknowledge any help received during the assignment, including any relevant tutorials accessed. The report should be spellchecked and professionally presented, and should include images and screenshots where relevant to illustrate specific aspects of the development.

Plagiarism - Important!
This is an individual assignment, so you should work on it alone. **Students are expected to be familiar with, and adhere to, the University's guidance on plagiarism which is available via the UWS website. Plagiarism includes both copying someone else's work, and allowing your work to be copied by someone else.**

Marks Allocation
The assignment as a whole is worth 40% of the overall module mark. This is divided up as follows:
- 10% for the poster, based on adhering to the required brief, the quality of the final product, and the effective use of image editing techniques as evidenced in the accompanying Photoshop file.
- 10% for the video soundtrack, based on quality of the completed audio track, complexity of audio editing, and synchronisation with the visual content.
- 10% for the visual content of the video, based on adhering to the required brief, **the quality of visuals in the final piece**, and the sophistication of editing techniques used.
- 10% for the report, based on conveying the required information clearly and professionally.

Assignment Submission
Submission will be via Moodle upload link. You are required to submit a <u>zipped</u> folder structured as follows:
- A subfolder named *Poster* containing your final poster image in JPG format, plus a Photoshop (PSD) file containing the poster data with the layers intact
- A subfolder named *Video* containing your video file in MP4 or AVI format
- A subfolder titled *Report* containing the report in DOC, PDF or ODT format
- A subfolder titled *Development* containing the source images, audio and other files used in the submitted poster and video. Note you need not include the files supplied to you with the brief.

The deadline for submission is midnight on Wednesday 18th November. Try not to leave it until the last minute!