



Awarding the
Contemporary Arts

VLOGGING

SYLLABUS SPECIFICATION

2020 Edition



creative
Qualifications

VLOGGING

SYLLABUS SPECIFICATION

2020 Edition

ACKNOWLEDGEMENTS

SYLLABUS

Syllabus designed and written by GoCreate Academy and RSL Awards

Syllabus director: Tim Bennett-Hart

Syllabus consultants: Daniel Francis, Peter Stone and Susan Hickey

PUBLISHING

Copy editing by David Duncan

Proof reading by Oscar York

EXECUTIVE PRODUCERS

John Simpson and Norton York

CONTACTING ROCKSCHOOL

rslawards.com

Telephone: +44 (0)345 460 4747

Email: info@rslawards.com



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PREFACE

INTRODUCTION

Welcome to the RSL Awards 2020 syllabus in Vlogging

This syllabus guide is designed to give teachers, learners and candidates practical information on the graded qualifications run by RSL Awards.

This syllabus guide covers the following qualifications

- Graded qualifications: Debut to Grade 8

Period of operation

This syllabus specification covers graded qualifications in Vlogging from 2020.

THE VALUE OF RSL QUALIFICATIONS

A reputation for excellence

RSL is committed to maintaining and improving its reputation for excellence by providing high quality education and training through its syllabuses, examinations, music and resources. RSL advocates an open access approach to qualifications, providing a range of syllabuses, designed to accommodate a wide variety of candidates of different ages, experience and levels of achievement. RSL qualifications are listed on the Regulated Qualifications Framework (RQF) in England and Northern Ireland by the Office of Qualifications and Examinations Regulation (Ofqual).

RSL and UCAS

For students applying for work or university, many potential employers see graded exams in a very positive way. Recognised qualifications demonstrate an ability to dedicate commitment to extracurricular activities, providing evidence of versatility which many students find beneficial within UCAS (Universities and Colleges Admissions Service) applications and for university entrance interviews. These qualifications are currently undergoing review by UCAS to determine their status and suitability for UCAS points. We expect this to be clarified by autumn 2021. Please check the website for details: rslawards.com/about-us/ucas-points

Information and support

The RSL Awards website rslawards.com has detailed information on all aspects of RSL examinations, including examination regulations, detailed marking schemes and assessment criteria as well as examples to help you prepare for our qualifications.

QUALIFICATIONS AT A GLANCE

Qualification titles and sizes

Qualification title	QAN	Total number of units	Guided learning hours (GLH)	Credit	Total qualification time (TQT)
RSL Entry Level Award in Digital Communication Skills – Debut (Entry 3)	603/6634/5	1	8	4	40
RSL Level 1 Award in Digital Communication Skills – Grade 1	603/6635/7	1	10	5	50
RSL Level 1 Award in Digital Communication Skills – Grade 2	603/6636/9	1	15	8	80
RSL Level 1 Award in Digital Communication Skills – Grade 3	603/6637/0	1	16	11	110
RSL Level 2 Certificate in Digital Communication Skills – Grade 4	603/6637/0	1	21	13	130
RSL Level 2 Certificate in Digital Communication Skills – Grade 5	603/6638/2	1	21	16	160
RSL Level 3 Certificate in Digital Communication Skills – Grade 6	603/664/0/0	1	32	20	200
RSL Level 3 Certificate in Digital Communication Skills – Grade 7	603/6641/2	1	42	25	250
RSL Level 3 Certificate in Digital Communication Skills – Grade 8	603/6642/4	1	50	30	300

Assessment overview

Assessment	
Form of assessment	All assessments are carried out by external examiners online. Candidates are required to carry out a combination of practical tasks and underpinning theoretical assessment.
Assessment bands	There are four bands of assessment (Distinction, Merit, Pass and Unclassified) for the qualification as a whole.
Quality assurance	Quality assurance ensures that all assessments are carried out to the same standard by objective sampling and reassessment of candidates' work. A team of external examiners is appointed, trained and standardised by RSL.

QUALIFICATION SUMMARY

Aims and broad objectives

The aim of vlogging qualifications is to provide a flexible, progressive mastery approach to the knowledge, skills and understanding required for vlogging productions. RSL's graded qualifications motivate and encourage candidates of all ages and levels through a system of progressive mastery, enabling candidates to develop and enhance skills, knowledge and understanding in a safe and consistent way. The qualifications are beneficial for candidates wishing to progress at their own pace through smaller steps of achievement.

Expectations of knowledge, skills and understanding

The graded examination system is one based on the principle of 'progressive mastery'; each step in the exam chain demonstrates learning, progression and skills in incremental steps. Successful learning is characterised by a mastery of the fundamentals of the skills demanded in each grade.

Qualification structure

A graded qualification consists of a range of both practical and knowledge based elements which are based on detailed requirements outlined in the relevant syllabus. Therefore, requirements for each grade will be set out in detail in the unit specifications (pages 15 to 36) and the learning outcomes and assessment criteria for each unit will require knowledge, skills and understanding of these syllabus requirements to be demonstrated at the grade entered.

Quality assurance

All RSL graded qualifications are standardised according to the processes and procedures laid down by RSL.

ASSESSMENT INFORMATION

Assessment summary

Learners will be able to complete a set of practical tasks and be tested on their underpinning knowledge (the complexity and variety of tasks are determined by which qualification is being attempted), which allows them to demonstrate media production knowledge, skills and understanding relevant to the grade. These technical skills set a firm platform for further technical and creative development by the learner. Learners will complete a coursework task and be tested on their underpinning knowledge (the complexity and variety of tasks are determined by which qualification is being attempted), allowing them to demonstrate vlogging production knowledge, skills and understanding relevant to the grade. These technical skills set a firm platform for further technical and creative development by the learner.

Assessment methodology

Graded examinations in vlogging are assessed via online coursework submission. All assessment of these is external and is undertaken by RSL Examiners. The assessment is divided into the following sections:

- **Part A Coursework (90%)**

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

- **Part B Evaluation (10%)**

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

CANDIDATE ACCESS AND REGISTRATION

Access and registration

The qualifications will:

- Be available to everyone who is capable of reaching the required standards
- Be free from any barriers that restrict access and progression
- Offer equal opportunities for all wishing to access the qualifications

Entry requirements

These qualifications are open to everyone who is capable of reaching the required standard; there are no entry requirements. However, candidates should be aware that the content at the higher grades will require a level of knowledge and understanding covered in previous qualifications. At the point of application, RSL will ensure that all candidates are fully informed about the requirements and demands of the qualification.

Age groups

These qualifications are suitable for candidates in the Under 16, 16+, 16–18 and 19+ age groups.

Recommended prior learning (RPL)

Learners are not required to have any prior learning for these qualifications. However, learners should ensure that they are aware of the requirements and expectations of each grade prior to entering for an assessment.

Exam entry

Candidates may enter online at any time of the year. Coursework can be submitted through our website and will be marked within three weeks of submission. For further details on exam dates and fees, and to enter for a vlogging graded qualification visit the RSL website at: rslawards.com.

Progression

Graded qualifications provide a flexible progression route for candidates. They are a positive means of determining progress and enable candidates to learn the necessary techniques to gain entry to further education (FE) and higher education (HE) courses. Graded qualifications operate according to a well-established methodology of 'progressive mastery'. They allow candidates to be tested in discrete stages in the development of a wide range of skills. They tend to be more rigorous than other types of exams. Due to this, industry is confident that achievement at the highest level gained by candidates of graded qualifications will have the skills necessary to work in other areas of the business.

FURTHER INFORMATION AND CONTACT

Complaints and appeals

All procedural complaints and appeals, including malpractice and requests for reasonable adjustments / special considerations, can be made through the RSL website: rslawards.com.

Equal opportunities

RSL's Equal Opportunities policy can be found on the RSL website: rslawards.com.

Contacts for help and support

All correspondence should be directed to:

RSL

Harlequin House
7 High Street
Teddington
Middlesex
TW11 8EE

Or info@rslawards.com

GRADE DESCRIPTORS AND GRADING CRITERIA

GRADE DESCRIPTORS

Debut to Grade 3

Technical and video quality

At these grades the video imagery should be steady, in focus, and any sound clearly audible. Candidates should demonstrate good eye line and appropriate headroom. At Grade 3 a basic understanding of lighting should be evident, either natural or otherwise.

Presentation and production

Candidates will demonstrate a basic understanding of how to start a vlog and how to commence a broadcast.

Communication

Candidates will show a basic understanding of story while presenting, demonstrating a structural outline with their vlog. Candidates will demonstrate some thought to voice control, with the basics of breathing, phrasing and expression well managed. Any interviews should reflect the ability to maintain an interesting conversation with the interviewee.

Grades 4 and 5

Technical and video quality

At these grades the video imagery should be steady, in focus, and any sound clearly audible. Candidates should demonstrate good eye line and appropriate headroom. A solid understanding of camera and filming techniques should be visible, with consideration given to setting and location. A solid understanding of lighting and a solid understanding of video and editing ability and presentation techniques should be evident.

Presentation and production

Candidates will demonstrate a good understanding of the principles of branding in relation to vlogging, and a high level of presenting and storytelling skills, together with clear mixing of all elements.

Communication

Candidates will show a high level of communication skills while presenting, using these skills effectively throughout the presented vlog. Interaction with any interviewees is well managed and ensures a good level of demonstrable personality and audience interest.

Grades 6 to 8

Technical and video quality

At these grades good filming, lighting, presenting and editing skills will be consistent throughout the vlogs. Good selection of studio settings and locations will be evident. Candidates will demonstrate confident delivery and execution of live vlogging, complete with live VT, images and transitions. A good understanding of story, plot, content and (if appropriate) character development should be evident.

Presentation and production

Candidates will demonstrate an excellent sense of storytelling structure and plot development and very competent presenting, narrating and interviewing techniques. Excellent production should be evident, using appropriate visual and sonic branding elements, mixing and production techniques.

Communication

Excellent communication skills will be demonstrated by the candidate while presenting, and these are used effectively and convincingly throughout the presented vlog. Interaction with any interviewees is very strong, and ensures a high level of demonstrable personality and audience interest.

LEARNING OUTCOMES (ALL GRADES)

Learning outcome	Assessment criteria (appropriate to the grade)	Weighting
1. Coursework Learners will: Create a media production using techniques, skills and knowledge appropriate to the level	Demonstrate an understanding of: a. Producing a media product using: <ul style="list-style-type: none"> Media production equipment Media production techniques Industry standard formats and protocols b. Conceptualising and developing new content c. Using appropriate communication techniques	90 marks out of 100 (90%)
2. Evaluation Learners will: Critically evaluate a media production	Reflect on the media production, identifying techniques used, areas of strength and areas to improve	10 marks out of 100 (10%)

ATTAINMENT BANDS

Learning outcome 1.

Learners will create a media production using techniques, skills and knowledge appropriate to the level.

Assessment criteria	Attainment band and mark range				
	Distinction (27–30)	Merit (23–26)	Pass (18–22)	Below Pass 1 (8–17)	Below Pass 2 (0–7)
Producing a media product (30 marks)	Consistently excellent use of media production techniques appropriate to the grade	Mostly good use of media production techniques appropriate to the grade	Some good media production techniques used appropriate to the grade	Rarely using appropriate media production techniques appropriate to the grade	No attempt and/or incomplete
Conceptualising and developing new content (30 marks)	Excellent new content created for the entire work, with a response developed to the stimulus	Mostly good new content created for the majority of the work, with a response developed to the stimulus	Some new content created for the work, with a response developed to the stimulus some of the time	Some elements of new content created for the work, with a response partially developed to the stimulus	No attempt and/or incomplete
Using appropriate communication techniques (30 marks)	Ideas are communicated consistently well with techniques appropriate to the grade	Ideas are communicated most of the time with techniques mostly appropriate to the grade	Ideas are communicated some of the time with techniques sometimes appropriate to the grade	Ideas are rarely communicated well with few techniques appropriate to the grade	No attempt and/or incomplete

GRADE DESCRIPTORS AND GRADING CRITERIA

Learning outcome 2.

Learners will critically evaluate a media production

Assessment Criteria	Attainment band and mark range				
	Distinction (9–10)	Merit (7–8)	Pass (6)	Below Pass 1 (3–5)	Below Pass 2 (0–2)
Reflection on the media production (10 marks)	All questions are responded to with answers consistently appropriate to the grade	Mainly questions are responded to with answers mostly appropriate to the grade	Some questions are responded to with answers sometimes appropriate to the grade	Very few questions are responded to with answers that are rarely appropriate to the grade	No attempt and/or incomplete

Grade Boundaries

Distinction = 90% +

Merit = 75%-89%

Pass = 60%-74%

Unclassified = 59% or less

DEBUT

The Debut Vlogging exam is typically for candidates who have been learning for a short amount of time. It is intended as a first introduction to vlogging. It is expected that candidates are competent in the basics of vlogging prior to entering the qualification.

At Debut the coursework submission will centre around basic vlog creation using software or hardware. Content covered in the grade will include subject areas such as mobile video apps, identifying video hardware, connectivity, mobile technology, and mobile camera basics.

Candidates will be expected to be able to carry out basic exercises to warm up their voice and body, identify different basic sections of a simple story structure, and understand the importance of camera eyeline.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and present a vlog on it lasting approximately 30 seconds. The vlog can be filmed in a studio setting or as an outside broadcast / on location.

File format

The vlog is to be exported as an MP4 file at 1080p resolution.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present a 30-second vlog, which introduces and provides a basic description of the album under review.

Set in a location of their choosing, the vlog content might include a welcoming introduction from the candidate, a brief description of the album, and why they might recommend the album to their friends.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlog?
- How did you make sure the audience stayed interested in your vlog?
- How did you choose the subject for your vlog?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 250 words or 3 minutes of audio/video.

GRADE 1

The Grade 1 Vlogging exam is for candidates who have mastered the key basic debut level skills and have developed a basic understanding of the concepts and theory of vlogging . They have mastered the key basic Debut level skills and have since acquired greater skills.

At Grade 1 the coursework submission will centre around vlog creation and basic recording of voice using software or hardware. Content covered will include subject areas such as mobile video apps, identifying video hardware, video and audio formats, connectivity, computer and mobile technology, lighting equipment, camera basics, and vlog startup basics.

Candidates will be expected to be able to use basic exercises to warm up their voice and body, identify examples of story structure from video examples and current popular vlogs, and understand the importance of camera eyeline.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and present a vlog on it lasting approximately 1 minute. The vlog can be filmed in a studio setting or as an outside broadcast / on location. The video should contain one text and image at the start and one text at the end.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present a 1-min vlog, which introduces and provides a basic description of the album under review.

Set in a location of their choosing, the vlog content might include a welcoming introduction from the candidate, and an outline of the album tracks, including an explanation of which is their favourite track, and why.

The required text and image at the start of the vlog might include a simple shot of the picture of the album cover, and the required text at the close of the vlog might indicate the name of the candidate and the date the vlog was created.

File format

The vlog is to be exported as an MP4 file at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlog?
- How did you make sure the audience stayed interested in your vlog?
- How did you choose the subject for your vlog?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 250 words or 3 minutes of audio/video.

GRADE 2

The Grade 2 Vlogging exam is for candidates who have mastered the key basic skills up to Grade 1 and are developing a good understanding of the concepts and theory of vlogging. It is expected that candidates are competent in the fundamentals of vlogging prior to entering the examination.

At Grade 2 the coursework submission will centre around vlog creation and basic recording of voice using software or hardware. Content covered will include subject areas such as identifying vlogging hardware and software components, recording/editing software, microphones, editing concepts, lighting basics, basic set design, basic vlog distribution and frequency.

Candidates will be expected to be able to identify different methodologies of story structure from video examples, demonstrate examples of story structure used in current popular vlogs, identify the best places to take a breath if reading from an autocue and where to look when talking to camera and understand why posture is important when presenting a vlog.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and create two vlogs on it.

Vlog 1

This vlog should last approximately 2 minutes. It should be set in a studio setting (or other appropriate indoor setting). It should contain one text and image at the start and one text at the end, and feature a minimum of two transitions between any video clip or imagery.

Vlog 2

This vlog should last approximately 2 minutes. It should be set in a location of the candidate's choice (outside of a normal studio setting). It should contain one text and image at the start and one text at the end, and feature a minimum of two transitions between any video clip or imagery.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present 2 x 2-min vlogs, which might introduce and provide a basic, but developing, description of the album under review.

The first vlog might be shot in a studio, or appropriate indoor, setting, and could include a welcoming introduction from the candidate, an outline of the album tracks, a description of which is their favourite track, and why, and how this song contrasts with another one on the featured album.

The second vlog might be shot in an outdoor setting and might focus on a particular track on the album, describing basic musical features, or a description of the lyrical narrative. At this level, the second vlog may also be completely unrelated in content and subject to the first.

The required text and image at the start of the vlog might include a simple shot of the picture of the album cover, and the required text at the close of the vlog might indicate the name of the candidate and the date the vlog was created. The featured transitions could showcase related imagery or video clips of the relevant artist performing.

File format

The vlogs are to be exported as MP4 files at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you make sure the audience stayed interested in your vlogs?
- How did you choose the subject that you used in your vlogs?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 300 words or 4 minutes of audio/video.

GRADE 3

The Grade 3 Vlogging exam is for candidates who have mastered the key skills required at Grade 2 and have developed a good understanding of the concepts and theory of vlogging. Candidates will be competent in the fundamentals of vlogging prior to entering the examination.

At Grade 3 the coursework submission will centre around vlog creation and recording and use of video branding using software or hardware. Content covered will include subject areas such as interpreting the functions of vlogging studio hardware, digital protocols, analogue connectivity, computer and mobile memory and storage, microphones, using visual branding, basic filming concepts, set design, vlog frequency, vlog distribution and branding.

Candidates will be expected to be able to identify different methodologies of story structure from video examples, demonstrate examples of story structure used in current popular vlogs, demonstrate breathing (or mindfulness) exercises that can help with their presentation and be able to give examples of types of food that would be good / would not be good to eat before a performance.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and create two vlogs on it; they can be presented in any order. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

Vlog 1

This vlog should last approximately 2 to 3 minutes. It should be set in a studio setting (or other appropriate indoor setting). This vlog must include an interview (minimum 1 minute long) with a guest, relevant to the chosen vlog genre. This interview should be held in person, not online or via telephone. The video should contain text, emojis, imagery and transitions where appropriate.

Vlog 2

This vlog should last approximately 2 minutes. It can be filmed in any alternative setting, but it should be thematically connected to the content of the first vlog. The vlog should contain text, emojis, imagery and transitions, where appropriate. This video should demonstrate use of zoom technique.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present 2 vlogs, which might introduce and provide a basic, but developing, description of the album under review.

The first vlog should be 2 - 3 minutes in duration, and be shot in a studio, or appropriate indoor, setting. The content could include a welcoming introduction from the candidate, an outline of the album tracks, and a description of which is their favourite track. The compulsory interview should be a minimum of 1-minute in duration, and should be held in person with a friend, colleague, or family member, discussing their thoughts on specific areas of the album, with questions written and presented by the candidate.

The second vlog should be 2 minutes in duration, and should be shot in an alternative setting, but should be thematically connected to the content of the first vlog. It might focus on a particular track on the album, describing basic musical features, or a description of what the lyrics might mean. The compulsory inclusion of the zoom technique might be used to highlight a copy of the album.

Appropriate text and imagery might include simple shots of the album cover, the name of the candidate and the date the vlog was created. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight basic emotive states.

Visual branding throughout the two vlogs should be consistent. This might be achieved through fonts, artwork or logos.

File format

The vlogs are to be exported as MP4 files at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you make sure the audience stayed interested in your vlogs?
- How did you choose the subject that you used in your vlogs?
- How did you devise your interview questions?
- What methods did you use to ensure your guest relaxed in the interview?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 350 words or 4 minutes of audio/video.

GRADE 4

The Grade 4 vlogging exam is for candidates who have mastered the key skills and understanding up to Grade 3. Grade 4 is intended for candidates who have a detailed understanding of vlogging and able to demonstrate skills and understand content at a depth associated with GCSE, iGCSE and Level 2 Vocational Qualification Units.

At Grade 4 the coursework submission will centre around use of video apps/ software for corrective/creative purposes. Content covered will include subject areas such as describing storyboarding, location planning, filming techniques, wireless connectivity, vlog editing, software fx plugins, zoom techniques, remote interview techniques, the 5-shot sequence, story development, voice management, and basic vlog marketing elements like frequency, platforms, formats and aggregation.

Candidates will be expected to be able to discuss different story forms used in popular vlogs, discuss preprepared video assets from their own vlog and explain the branding reasons for choosing them, demonstrate a basic understanding of vlogging marketing elements like social media and online channels, and demonstrate how to use a handheld microphone to control vocal dynamics and how to ensure consistent vocal tone.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and create two vlogs on it; they can be presented in any order. One of the vlogs should be based on a 5-shot sequence. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

Vlog 1

This vlog should last approximately 3 minutes. It can be filmed in a studio setting or on location. The video should include a selection of the following filming elements, where appropriate:

- Rule of thirds
- Framing
- Repetition

The video should feature a selection of long, medium and close-up shots, where appropriate. The video should contain text, emojis, imagery and transitions, where appropriate.

Vlog 2

This vlog should last approximately 3 to 4 minutes. It can be filmed in any alternative setting, but it should be thematically connected to the content of the first vlog. This vlog must include an interview (minimum 2 minutes long) with a guest, relevant to the chosen vlog genre. This interview should be conducted remotely via software/app (Skype, WhatsApp, Zoom, FaceTime or similar). The video should contain text, emojis, imagery and transitions where appropriate.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present 2 vlogs, which might introduce and provide a reasonably accomplished description of the album under review, which goes beyond the basic overview of the album content which might be more appropriate for previous grades.

The first vlog should be 3 minutes in duration, and be shot in an appropriate setting, chosen by the candidate. The content could include a welcoming introduction from the candidate, a detailed outline of the album tracks, a description of which is their favourite track, and how this album might compare and contrast with previous releases by the same artist. The vlog should be conceived so that a selection of the following elements can be demonstrated: rule of thirds, framing and repetition techniques, which might be used to emphasise certain features or facts about the album or the artist. The video should also feature a selection of long, medium and close-up shots - where appropriate - which might showcase the presenter or selected artifacts related to the content or the album under discussion.

The second vlog should be 3-4 minutes in duration, and should be shot in an alternative setting, but should be thematically connected to the content of the first vlog. The required remote interview (via software/app (Skype, WhatsApp, Zoom, Facetime, or equivalent) should be a minimum of two minutes in duration and should be with a guest who is relevant to the content of the Vlog. This might be a fellow musician, who could be interviewed on their thoughts regarding specific aspects of the reviewed album, as determined by the candidate.

Appropriate text and imagery might include simple shots of the album cover, the name of the candidate and the date the vlog was created. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight emotive states, or sonic impressions. Lighting should be appropriate, and candidates might want to consider how this could be linked to creative or thematic content of the reviewed album, or to the narrative provided by the presenter.

Visual branding throughout the two vlogs should be consistent. This might be achieved through fonts, artwork or logos, but should ensure continuity and familiarity for the viewer.

File format

The vlogs are to be exported as MP4 files at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you make sure the audience stayed interested in your vlogs?
- How did you choose the subject that you used in your vlogs?
- How did you devise your interview questions?
- How did you find the guest you interviewed?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 400 words or 5 minutes of audio/video.

GRADE 5

The Grade 5 Vlogging exam is for candidates who have mastered the key skills up to Grade 4 and understand, in detail, the concepts associated with the process of producing high quality vlogs.

At Grade 5 the coursework submission will centre around session management and organisation, such as story and character development, vlog miniseries formats, location and equipment planning. Content covered will include subject areas such as camera techniques, filming methodology, pre and post-production techniques, storyboarding, HDR, colour correction, vlogging controllers, fx plug-ins, multi-mic techniques, live vlogging, the 12-shot sequence and basic health and safety.

Candidates will be expected to be able to demonstrate a reasonable understanding of vlogging marketing elements like social media, online channels and aggregation, understand relevant vocal exercises to warm up their neck, throat and voice and understand how they would prevent straining during prolonged use of louder dynamics, understand how to prevent eye strain working under bright lights and screens for prolonged periods of time, and identify helpful techniques to help relax a nervous guest.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to choose a subject and create two vlogs on it; they can be presented in any order. The videos should demonstrate consideration to story, plot and content or character development, as appropriate. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

One of the vlogs should be based on a 12-shot sequence.

Vlog 1

This vlog should last approximately 3 minutes. It can be filmed in a studio setting or on location. The video should include a selection of the following filming elements:

- Rule of thirds
- Framing
- Repetition
- Leading lines
- Negative space
- Colour and balancing elements

The video should feature a selection of long, medium and close-up shots, and contain text, emojis, imagery and transitions, where appropriate.

Vlog 2

This vlog should last approximately 4 to 5 minutes. It should be filmed on location, and thematically connected to the content of the first vlog. The video should include a selection of the following filming elements:

- Rule of thirds
- Framing
- Repetition
- Leading lines
- Negative space
- Colour and balancing elements

The video should feature a selection of long, medium and close-up shots, and contain text, emojis, imagery and transitions, where appropriate.

GRADE 5

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: The candidate should present 2 vlogs, which might introduce and provide a reasonably accomplished description of the album under review, which goes beyond the basic overview of the album content which might be more appropriate for previous grades.

The first vlog should be 3 minutes in duration, and be shot in an appropriate setting, chosen by the candidate. The content could include a welcoming introduction from the candidate, a detailed outline of the album tracks, a description of which is their favourite track, how this album might compare and contrast with previous releases by the same artist, and distinctive musical features which might resonate through the album content. The vlog should be conceived so that a selection of the following elements can be demonstrated: rule of thirds, framing, repetition, leading lines, negative space, colour and balancing elements - where befitting - which might be used to emphasise certain features or facts about the album or the artist. The video should also feature a selection of long, medium and close-up shots - where appropriate - which might showcase the presenter or selected artifacts related to the content or the album under discussion.

The second vlog should be 4-5 minutes in duration, and should be shot on location, and thematically connected to the content of the first vlog. This location might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The vlog should be conceived so that a selection of the following elements can be demonstrated: rule of thirds, framing, repetition, leading lines, negative space, colour and balancing elements - where befitting - which might be used to emphasise certain features or facts about the album or the artist. The video should also feature a selection of long, medium and close-up shots - where appropriate - which might showcase the presenter or selected artifacts related to the content or the album under discussion.

Appropriate text and imagery might include shots of the album cover, buildings of interest, pictures of the relevant recording studio, or pertinent instruments/equipment/personnel used during the recording of the album. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight emotive states, or sonic impressions. Lighting should be appropriate, and candidates might want to consider how this could be linked to creative or thematic content of the reviewed album, or to the narrative provided by the presenter.

Visual branding throughout the two vlogs should be consistent. This might be achieved through fonts, artwork or logos, but should ensure continuity and familiarity for the viewer.

File format

The vlogs are to be exported as MP4 files at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you make sure the audience stayed interested in your vlogs?
- How did you choose the subjects that you used in your vlogs?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 450 words or 5 minutes of audio/video.

GRADE 6

The Grade 6 Vlogging exam is for candidates with an advanced level of skill and conceptual understanding. It is intended for candidates who have mastered a range of techniques of vlogging and can use creativity to enhance their productions.

At Grade 6 the coursework submission will centre around session management and organisation, such as story and character development, vlog miniseries formats, location and equipment planning and use. Content covered will include subject areas such as filming/camera techniques and effects, automation, transitions, lighting, plugins, audio and video repair techniques, multi camera set-ups, storyboarding and story development, audience engagement marketing and promotion.

Candidates will be expected to be able to identify story mechanisms by which a vlog series could evolve, maintaining audience interest and developing format. They should be able to demonstrate a good understanding of how to communicate their story (or brand) through contemporary vlog marketing techniques, demonstrate which exercises might be safe to perform when their voice is tired or they have a sore throat, and demonstrate which exercises might be helpful for the mind to perform before filming if they're feeling stressed or unwell.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to create a three-part vlog series within a genre of their own choosing. Candidates can choose which running order the vlogs play in.

Vlog series

Each vlog should last approximately 3 minutes. Each vlog can be filmed in a studio setting or on location. The series should demonstrate consideration to story, plot and content or character development, as appropriate. The videos should be colour corrected, and contain establishing shots, text, emojis, imagery and transitions, where appropriate. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

At least one vlog must contain an interview or feature additional characters (depending on the nature of the vlog).

The videos should include a selection of the following filming elements:

- Rule of thirds
- Framing
- Repetition
- Leading lines
- Symmetry
- Patterns
- Triangles and diagonals techniques
- Alternative viewpoints

The videos should feature a selection of the following shots:

- Long, medium and close-up shots
- Cut-ins / cutaways
- Low angle
- Tilt
- Bird's-eye
- POV
- Reverse shots

There should be at least one use of the following:

- Use of two cameras / mobile devices to provide two different camera angles
- 'Video within video' at a pertinent point
- Time-lapse and slo-mo features

GRADE 6

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: Candidates should choose one genre and create a mini three-part Vlog series - each Vlog to be approximately 3 minutes in duration. These vlogs might focus on three separate tracks from the chosen album, or three distinguishing musical features of the artist and how these are demonstrated throughout the album content. Consideration should be shown for the thematic connection (as suggested above) between the three vlogs, and should demonstrate advanced descriptions and deductions, which exceed the content expectations of the previous grades. At least one of the three vlogs must contain an interview or feature additional characters. This might be professional musicians, personnel who worked on the chosen album, or fans of the featured artist or band.

The first 3-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived so that different camera angles (using two different videos or mobile devices) can be demonstrated, and should also feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion.

The second 3-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. This video should feature the use of Time-lapse and Slo-Mo, and these features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion. The final 3-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the Vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion. This video should also feature 'video within video' at a pertinent point. This might be integrated to demonstrating particular musical features or inserting pre-recorded interview footage with fans or professional musicians.

Appropriate text and imagery might include shots of the album cover, buildings of interest, pictures of the relevant recording studio, or pertinent instruments/equipment/personnel used during the recording of the album. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight emotive states, sonic impressions, or narrative understanding. Lighting should be appropriate, and candidates might want to consider how this could be linked to creative or thematic content of the reviewed album, or to the narrative provided by the presenter.

Visual branding throughout the three vlogs should be consistent. This might be achieved through fonts, artwork or logos, but should ensure continuity and familiarity for the viewer.

File format

The vlogs are to be exported as MP4 files at 1080p resolution.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you ensure the vlogs were produced with a professional approach?
- How did you choose the subject for your vlog series?
- What creative devices did you use to connect your vlogs?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 500 words or 6 minutes of audio/video.

GRADE 7

The Grade 7 Vlogging exam is for candidates who are working at an advanced level of skill and have an in-depth understanding of the concepts and theory associated with vlogging. They have mastered the key skills up to Grade 6 and are capable of overcoming challenging situations.

At Grade 7 the coursework submission will centre around session management and organisation, such as story and character development, vlog miniseries formats, location and equipment planning and use. Content covered will include subject areas such as live streaming, filming/camera techniques and effects, automation, transitions, lighting, plugins, audio and video repair techniques, multi-camera setups, legal issues, health and safety, storyboarding and story development, audience engagement marketing, promotion and AI.

Candidates will be expected to be able to identify story mechanisms by which a vlog could evolve, maintaining audience interest and developing format. They should be able to demonstrate a good understanding of how to communicate their story (or brand) through contemporary vlog marketing techniques, identify industry best practices when creating trailers for social media marketing and identify examples of presenting styles they might employ while vlogging.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to create a four-part vlog series within a genre of their own choosing. Candidates can choose which running order the vlogs play in. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

One of the vlogs must be streamed live and feature live interactions with family, friends, fans or followers.

At least one vlog must contain an interview or feature additional characters (depending on the nature of the vlog).

Vlog series

Each vlog should last approximately 4 minutes. Each vlog can be filmed in a studio setting or on location. The series should demonstrate consideration to story, plot and content or character development, as appropriate.

Pre-recorded vlogs

The videos should be colour corrected, and contain establishing shots, text, emojis, imagery and transitions, where appropriate.

The videos should include a selection of the following filming elements:

- Rule of thirds
- Framing
- Repetition
- Leading lines
- Symmetry
- Patterns
- Triangles and diagonals techniques
- Alternative viewpoints

The videos should feature a selection of the following shots:

- Long, medium and close-up shots
- Cut-ins / cutaways
- Low angle
- Tilt
- Bird's-eye
- POV
- Reverse shots

There should be at least one use of the following:

- Use of two cameras / mobile devices to provide two different camera angles
- 'Video within video' at a pertinent point
- Time-lapse and slo-mo

Live-streamed vlog

This video must be live streamed to a social media channel of your choice (i.e. YouTube) and aim to promote live interaction with family, friends, fans or followers. You should aim to answer three to five questions from online attendees. This live video should include a branded intro and outro, titles, transitions and feature pre-prepared 'VT' video or images.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: Candidates should choose one genre and create a mini four-part Vlog series - each Vlog to be approximately 4 minutes in duration. These vlogs might focus on four separate tracks from the chosen album, or four distinguishing musical features of the artist and how these are demonstrated throughout the album content. Consideration should be shown for the thematic connection (as suggested above) between the four vlogs, and should demonstrate advanced descriptions and deductions, which exceed the content expectations of the previous grades. At least one of the four vlogs must contain an interview or feature additional characters. This might be professional musicians, personnel who worked on the chosen album, or fans of the featured artist or band. One of the vlogs must also be live-streamed and feature interaction with family, friends, fans or followers.

The first 4-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived so that different camera angles (using two different videos or mobile devices) can be demonstrated, and should also feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion.

The second 4-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. This video should feature the use of Time-lapse and Slo-Mo, and these features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion.

The third 4-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the Vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion. This video should also feature 'video within video' at a pertinent point. This might be integrated to demonstrating particular musical features or inserting pre-recorded interview footage with fans or professional musicians.

The final 4-minute vlog must be live-streamed to a social media channel of your choice (i.e. YouTube) , where the candidate should aim to answer 3-5 questions from online attendees. This live video should include a branded intro and outro, titles, transitions and feature pre-prepared 'VT' video or images. The candidate is free to choose the setting - either studio or on location - but consideration might want to be given to how this could link with the thematic content. For example, using a rehearsal room, a recording studio, or a live performance venue.

Appropriate text and imagery for the recorded vlogs might include shots of the album cover, buildings of interest, pictures of the relevant recording studio, or pertinent instruments/equipment/personnel used during the recording of the album. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight emotive states, sonic impressions, or narrative understanding. Lighting should be appropriate, and candidates might want to consider how this could be linked to creative or thematic content of the reviewed album, or to the narrative provided by the presenter.

Visual branding throughout the four vlogs should be consistent. This might be achieved through fonts, artwork or logos, but should ensure continuity and familiarity for the viewer.

File format

The pre-recorded vlogs are to be exported as MP4 files at 1080p resolution. Candidates will supply an online link to the live-streamed video.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you ensure the vlogs were produced with a professional approach?
- How did you choose the subject for your vlog series?
- What creative devices did you use to connect your vlogs?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 600 words or 7 minutes of audio/video.

GRADE 8

The Grade 8 Vlogging exam is for candidates who have now consolidated their skills to a high level and have an in-depth understanding of the concepts and theory associated with vlogging. They have mastered the key skills up to Grade 7 and are capable of achieving a professional finish to their productions.

At Grade 8 the coursework submission will centre around short series management and organisation such as story and character development, location and equipment planning and use. Content covered will include subject areas such as live streaming, filming/camera techniques and effects, automation, transitions, lighting, plug-ins, audio and video repair techniques, multi-camera setups, legal issues, health and safety, storyboarding and story development, audience engagement marketing, promotion and AI.

Candidates will be expected to be able to identify story mechanisms by which a vlog series could evolve, maintaining audience interest and developing format. They should be able to demonstrate a thorough understanding of how to communicate their story (or brand) through contemporary vlog marketing techniques, to discuss the storytelling mechanisms used in the construction of their own vlog trailers, to demonstrate an understanding of how to further build audience through targeting different cultures and other areas of interest, and to discuss how they might attract brand sponsorship and what means they would use to try to do this.

QUALIFICATION OVERVIEW

Part A: Coursework (90%)

Candidates will utilise technical and presentation skills to create a piece of practical work. This work is uploaded directly to examiners for marking through a secure portal.

Part B: Evaluation (10%)

Candidates will evaluate the work created in Part A by responding to set questions. These responses can be written or recorded audio or video. The responses are to be saved digitally and uploaded with the coursework task.

QUALIFICATION ELEMENTS

COURSEWORK

Candidates are to create a five-part vlog series within a genre of their own choosing. Candidates can choose which running order the vlogs play in. The vlogs should share similar visual branding (e.g. fonts, artwork, logo).

Two of the vlogs must be streamed live and feature live interactions with family, friends, fans or followers.

At least one vlog must contain an interview or feature additional characters (depending on the nature of the vlog).

Vlog series

Each vlog should last approximately 5 minutes. Each vlog can be filmed in a studio setting or on location. The series should demonstrate consideration to story, plot and content or character development, as appropriate.

Pre-recorded vlogs

The videos should be colour corrected, and contain establishing shots, text, emojis, imagery and transitions, where appropriate.

The videos should include a selection of the following filming elements:

- Rule of thirds
- Framing
- Repetition
- Leading lines
- Symmetry
- Patterns
- Triangles and diagonals techniques
- Alternative viewpoints

The videos should feature a selection of the following shots:

- Long, medium and close-up shots
- Cut-ins / cutaways
- Low angle
- Tilt
- Bird's-eye
- POV
- Reverse shots

There should be at least one use of the following:

- Use of two cameras / mobile devices to provide two different camera angles
- 'Video within video' at a pertinent point
- Time-lapse and slo-mo

Live-streamed vlogs

These videos must be live streamed to a social media channel of your choice (i.e. YouTube) and aim to promote live interaction with family, friends, fans or followers. You should aim to answer three to five questions from online attendees. This live video should include a branded intro and outro, titles, transitions and feature pre-prepared 'VT' video or images.

Example:

The following subject and content should be considered as indicative to the required grade standard, and should be used as a guide and reference only:

Subject: Review of a Music Album

Content: Candidates should choose one genre and create a mini five-part Vlog series - each Vlog to be approximately 5 minutes in duration. These vlogs might focus on five separate tracks from the chosen album, or five distinguishing musical features of the artist and how these are demonstrated throughout the album content. Consideration should be shown for the thematic connection (as suggested above) between the five vlogs, and should demonstrate advanced descriptions and deductions, which exceed the content expectations of the previous grades. At least one of the five vlogs must contain an interview or feature additional characters. This might be professional musicians, personnel who worked on the chosen album, or fans of the featured artist or band. Two of the five vlogs must also be live-streamed and feature interaction with family, friends, fans or followers, and two of the vlogs must be filmed using a two camera set-up.

The first 5-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived so that different camera angles (using two different videos or mobile devices) can be demonstrated, and should also feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion.

The second 5-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. This video should feature the use of Time-lapse and Slo-Mo, and these features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion.

The third 5-minute vlog should be shot in an appropriate setting and location, chosen by the candidate, which might be in a recording studio, or live performance venue, or in the hometown of the featured artist. The video can optionally feature either an interview or recording of character/s - depending on the nature of the vlog (see suggestions above). The vlog should be conceived to feature a selection of long, medium and close-up shots, cut-ins/cut-a ways, low angle, tilt, birds-eye POV, and reverse shots, as appropriate. In addition, the video should be colour corrected where appropriate. These features might be used to showcase or emphasise the presenter, the interviewees, other characters, certain features, facts, or selected artifacts related to the content or the album under discussion. This video should also feature 'video within video' at a pertinent point. This might be integrated to demonstrating particular musical features or inserting pre-recorded interview footage with fans or professional musicians.

The final two 5-minute vlog must both be live-streamed to a social media channel of your choice (i.e. YouTube), where the candidate should aim to answer 3-5 questions from online attendees. These live videos should include a branded intro and outro, titles, transitions and feature pre-prepared 'VT' video or images. The candidate is free to choose the setting - either studio or on location - but consideration might want to given to how this could link with the thematic content. For example, using a rehearsal room, a recording studio, or a live performance venue.

Appropriate text and imagery for the recorded vlogs might include shots of the album cover, buildings of interest, pictures of the relevant recording studio, or pertinent instruments/equipment/personnel used during the recording of the album. The featured transitions could showcase related imagery or video clips of the relevant artist performing, and emojis might be used to highlight emotive states, sonic impressions, or narrative understanding. Lighting should be appropriate, and candidates might want to consider how this could be linked to creative or thematic content of the reviewed album, or to the narrative provided by the presenter.

Visual branding throughout the five vlogs should be consistent. This might be achieved through fonts, artwork or logos, but should ensure continuity and familiarity for the viewer.

File format

The pre-recorded vlogs are to be exported as MP4 files at 1080p resolution. Candidates will supply online links to the live-streamed videos.

EVALUATION

Candidates will answer the following questions regarding the coursework task.

Questions

- What were the important skills you used to create your vlogs?
- How did you ensure the vlogs were produced with a professional approach?
- How did you choose the subject for your vlog series?
- What creative devices did you use to connect your vlogs?

Responses

Answers can be written or audio/video recordings of the candidate answering the questions. The total word count of all of the responses together should be a maximum of 700 words or 8 minutes of audio/video.