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UAL L3 Applied General Extended Diploma in Art and Design

**PROJECT TITLE: FMP - MYSTERY PROJECT:** Unit 13

**PROJECT DATES:** 12/02/2024 – 10/05/2024

**NAME:** Team GAV

## SCENARIO

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# MYSTERY

NOUN

something that is difficult or impossible to understand or explain.

***“If you could reveal any mystery, what mystery would you reveal; what would it look like, how would it sound, what might it smell, taste or feel? Finally, how might it impact the world”?***

You are now part of the Games Animation and VFX Team at Milton Keynes College. You have attained a vast amount of knowledge and are now about to be challenged to work on a media project of your own choosing. With great power comes great responsibility! This is a self-driven project that incorporates your skills in planning, development, research with an understanding of the audience and platforms. Skills development and project planning will be key elements along with milestones, feedback, and ongoing reviews of progress this should be documented well and may incorporate specialist equipment and or resources. A full evaluation should also take place.

## EMPLOYER CONTACT

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TBC:

## ETHICS AND SUSTAINABILITY

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During this project, you will consider and explore the following to ensure that you are thinking and working sustainably and ethically:

- Digital Art – not consuming natural resources.
- Developing artwork that is diverse and suitable for all.
- Ethical use of AI in the development of Art
- Understanding Copyright infringement



## SKILLS YOU WILL LEARN DURING THIS PROJECT

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Vocational skills	Skills Builder	English and maths
<ul style="list-style-type: none"> <li>Primary research.</li> <li>•• Secondary research.</li> <li>•• Audience analysis.</li> <li>•• 3D modelling.</li> <li>•• 3D sculpting.</li> <li>•• Digital artwork. 2D</li> <li>•• Animation.</li> <li>•• 3D Animation.</li> <li>•• WordPress development.</li> <li>•• Visual compositing.</li> <li>•• Lighting.</li> <li>•• Rendering.</li> <li>•• Video editing.</li> <li>•• Colouring.</li> <li>• Values.</li> <li>• Sound design.</li> <li>Marketing.</li> <li>Rigging.</li> <li>Motion capture.</li> <li>Games design.</li> <li>Programming.</li> <li>UI Development.</li> <li>UX development.</li> <li>Texturing.</li> <li>AR Development.</li> <li>VR Development.</li> </ul>		<p>A wide variety of English and subject specialist terminology is used throughout.</p> <p>Math Calculations are used when subdivision in 3D Modelling and Calculations for relative size and Scale in the development of assets.</p> <p>Employability skills are covered by the development of the online portfolio, presentation, and showcase of skills, including web development proving diversity within the course content and relevant STEM techniques used throughout.</p>

## ACTIVITIES

### ACTIVITY 1 Analysis

#### Criteria covered:

**1.1: Use critical and contextual perspectives to initiate a creative media production project proposal.**

**1.2: Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal.** Project proposal: You will complete a project proposal that should show:

**Rationale:** A breakdown of the skills and techniques you developed over the last two years, take about not only software learned but also techniques such as idea generation and research.

**Project proposal:** Outline the plan for your idea, you will explain how the idea meets the theme of growth, and what skills you aim to develop as part of the project. Are these going to be skills you want to take further or instead an area of weakness you want to develop further?

**Evaluation:** Specifically talk about how you intend to evaluate your progress. You should outline how you will review feedback from tutors and peers within your WordPress, investigate weekly reviews of your progress and a final evaluation of your overall project.

You should also include initial research such as sketches, mood boards, surveys, or articles you have used to develop your initial idea. Also include a time management plan. This may be a Gantt chart or a written breakdown of targets and goals you have for your project.

**Deliverables:**

- Weekly updates to WordPress blog clearly indicating progress.
- Project Proposal.
- Time management plan.

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## ACTIVITY 2 Development

## Digital Story

**Criteria covered:**

**2.1: Use research to support the development of a creative media production project.**

**2.2: Use analytical skills to develop creative solutions to realise a media production project.**

**4.1: Demonstrate the ability to plan, organise and produce a creative media project within an agreed time frame.**

**Research:**

Ensure you are conducting both primary and secondary research for your final major project. You may consider tutorials, academic articles, documentary, books, magazine articles, websites, and primary research such as surveys, interviews or focus groups to help identify audience and develop new and original ideas.

It is important for each source you use; you take time to analyse the source you are looking at and analyse the usefulness of the source, what do you hope to gain from your research? Why have you picked the sources you have?

Ensure you have a minimum of 20 sources of information across multiple formats listed above and that you are Harvard referencing any sources you have used.

**Planning/pre-production:**

Your planning should include planning methods that are relevant to what you are producing. This can be anything from storyboards, sketches, floor plans, mood boards etc. You should analyse and evaluate what you have produced seeking audience feedback and clearly outlining how you are working towards your time management plan put in place in challenge 01.

**Deliverables:**

- Weekly updates to WordPress blog clearly indicating progress.
- Planning/relevant pre-production paperwork.

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## ACTIVITY 3

**Criteria covered:**

**3.1: Solve practical and technical problems within a creative media production project.**

**3.2: Solve theoretical problems within a creative media production.**

**5.1: Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project.**

**6.1: Maintain evaluative and reflective records of the development and production of a creative media project.**

**6.2: Use evaluative and reflective skills to make decisions for a creative media production project.**

**Experimentation/problem solving:**

As part of any production, it is important to experiment with new skills through the exploration, adaptation, and application of different practical methods. You should document new techniques and skills you have decided to develop, even if something you have chosen to experiment with and explore is not being used it is important to outline your reasons for looking into this and why you have chosen not to use it.

As with any project you will come across problems, it is important that you show evidence of how you overcame these problems as well as address any potential problems before they happen. You will narrate this throughout your WordPress. It is important you do not attempt to hide problems you came up against and instead highlight and explain why it was a problem and what you did to fix it.

**Production:**

You will work on your final piece using what you have learnt from your planning and experimentation to inform your final idea. You should show work in progress, you need to show stages of development. You may be unable to produce something you have listed due to unforeseen problems or time constraints; it is important you address this within your written work and instead look to your contingency plans as part of your time management so you can provide a final piece of work for this project.

**Ongoing reflection:**

It is important that each week you are reflecting on your progress discussing both the good, the bad as well as setting new targets for the upcoming week to help you in the development of your production. You should use your reflections to help you make clear decisions.

**Deliverables:**

- Weekly updates to WordPress blog clearly indicating progress.
  - Final production.
  - Weekly reflections on progress compared to time plan.
  - Evidence of problem solving and experimentation.
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## ACTIVITY 4

**Criteria covered:**

**7.1: Explore strategies to present a creative media production project.**

**7.2: Present a creative media production project to a specified audience.**

**Presenting your work:**

It is important that you take time to discuss and explore different ways you might release your final media production. You may consider platforms such as Youtube, itch.io, final renders on art station etc. It is important you investigate a range of potential release methods. Once this has been done you should get feedback from members of your audience through focus groups or surveys and document the feedback given, use this to help write your final evaluation.

**Deliverables:**

- Weekly updates to WordPress blog clearly indicating progress.
  - Production presented in a relevant format.
  - Audience feedback on how you presented your final production.
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# GRADING MATRIX

**ual:** awarding body

## Exemplification for UAL Awarding Body Grade Criteria – Level 3 – Extended Diploma

This guide is to be used in conjunction with the assessment and grading criteria for UAL Awarding Body qualifications at Level 3

	<b>Fail</b> Work submitted fails to meet one or more of the assessment criteria and is of a poor standard	<b>Pass</b> Work submitted meets all of the assessment criteria and is of a satisfactory standard	<b>Merit</b> Work submitted meets all assessment criteria and is of a high standard	<b>Distinction</b> Work submitted meets all assessment criteria and is of a very high standard
<b>Context</b>	Limited understanding of subject context, lacking clarity in aims and purpose.	Understanding of subject context used appropriately to make judgments, describe aims and clarify purpose.	Good understanding and knowledge of subject context used to make sound judgments, articulate ambitions and clarify purpose.	Comprehensive understanding and knowledge of subject context used to communicate complex concepts, articulate ambitions and clarify purpose.
<b>Research</b>	Little or no evidence presented or information does not relate sufficiently to task.	Sufficient relevant information has been gathered, documented and used in the development of ideas.	Thorough and sustained research and investigation of relevant sources, interpretation and synthesis of information used to inform, support and develop ideas.	Independently identified, thorough and sustained research and investigation of a range of relevant sources, insightful interpretation and synthesis of information used to inform, support and develop ideas.
<b>Problem solving</b>	Insufficient exploration of alternative ideas and processes. Problems unresolved.	Sufficient exploration of alternative ideas using established approaches to resolve practical and theoretical problems.	Decisive demonstration of initiative in effectively solving problems, adapting to unforeseen practical and theoretical challenges to achieve identified goals.	Decisive demonstration of initiative in effectively solving problems, autonomously implementing creative solutions and adapting to unforeseen practical and theoretical challenges to achieve identified goals.
<b>Planning and production</b>	Ineffective planning and little or no evaluation against aims. Task or tasks are incomplete.	Evidence of effective planning and evaluation against aims that have contributed to a satisfactory completion of the task or tasks.	Coherent and reasoned planning, subject engagement and commitment. Realistic evaluation against aims and efficient production against timescales.	Detailed and coherent self-directed planning and negotiation, subject engagement and commitment. Continuous evaluation against aims and efficient production against timescales.
<b>Practical skills</b>	Limited range of processes	Adequate range of processes,	Consistent and appropriate	In depth understanding and

**ual:** awarding body

	demonstrated, judgement and execution of techniques is poor.	skills and knowledge demonstrated. Competent execution and application of techniques used to develop ideas.	processes, skills and knowledge applied to extend enquiry and develop creative solutions.	aesthetic awareness, imaginative and flexible processes, skills and knowledge applied in extensive enquiry to develop creative solutions.
<b>Evaluation and reflection</b>	Insufficient evidence of ongoing evaluation, lack of or only basic analysis and little or no justification for ideas.	Clearly communicated evidence of valid evaluation and realistic analysis independently used to inform and develop ideas.	Effective communication of analysis and interpretation, independent synthesis of information and application of reasoned decision making to inform development of ideas.	Accomplished and professional communication of perceptive analysis and interpretation, demonstrating clarity and sophistication in thinking and maturity in decision making to progress ideas.
<b>Presentation</b>	Ineffective communication and presentation of ideas. Lack of clarity in structure, selection and organisation.	Competent communication and sufficient clarity and consistency in presentation of ideas appropriate to the intended audience.	Confident selection, organisation and communication of ideas. Consistent approach to presentation demonstrating a good understanding of conventions and standards.	Confident selection, organisation and communication of ideas. Demonstrating autonomy, personal style and an ambitious use of available resources to communicate ideas effectively to an intended audience.

**Units/Project**

FMP: Mystery

<b>Assignment Leader</b>	<b>Peter Leask</b>		
<b>Assignment IQA Name/Date</b>	<b>Jason Till &amp; Tyler Cutts</b>		
<b>Start Date</b>	12/02/2024		
<b>Formative Assessment Date</b>	22/03/2024 19/04/2024	<b>Summative Assessment Date</b>	10/05/2024

### Learning Outcomes: At the end of the unit the learner will:

- Be able to initiate and develop a creative media production project proposal.
- Be able to use research, analysis, and evaluation to develop solutions for a creative media production project.
- Be able to solve practical, theoretical, and technical problems in a creative media production project.
- Be able to plan, organise and produce a creative media production project.
- Be able to use practical methods and skills in a creative media production project.
- Be able to use evaluative and reflective skills in the production of a creative media project.
- Be able to present a creative media production project.

### Unit Criteria:

- 1.1: Use critical and contextual perspectives to initiate a creative media production project proposal.
- 1.2: Use analysis and evaluation to clarify and develop ideas for a creative media production project proposal.
- 2.1: Use research to support the development of a creative media production project.
- 2.2: Use analytical skills to develop creative solutions to realise a media production project.
- 3.1: Solve practical and technical problems within a creative media production project.
- 3.2: Solve theoretical problems within a creative media production.
- 4.1: Demonstrate the ability to plan, organise and produce a creative media project within an agreed time frame.
- 5.1: Demonstrate the exploration, adaptation and application of practical methods and skills in the realisation of a creative media production project.
- 6.1: Maintain evaluative and reflective records of the development and production of a creative media project.
- 6.2: Use evaluative and reflective skills to make decisions for a creative media production project.
- 7.1: Explore strategies to present a creative media production project.
- 7.2: Present a creative media production project to a specified audience.

# INSPIRATION

PLEASE ADD YOUR PINTEREST and SOUNDCLOUD BOARD OF INSPIRATION HERE



## RESEARCH SOURCES

<http://neilstoolbox.com/> - Tool for generating Harvard referencing.

[Google Scholar](#) – For academic sources.

[Home | GamesIndustry.biz](#) – Articles on the games industry.

[Kotaku | Gaming Reviews, News, Tips and More.](#) – Film and game news.

[Video Game News, Reviews, and Walkthroughs - IGN](#) – Film and game news.

[IanHubert - YouTube](#) – VFX tutorials. [Corridor Crew - YouTube](#) – VFX

tutorials. [roles in film, TV, games, animation and VFX - ScreenSkills](#) –

Screen skills <https://www.videocopilot.net/tutorials/>

<https://learningonscreen.ac.uk/bob/>

<https://www.storyboardthat.com/> <https://www.zapsplat.com/>

<https://www.bensound.com/royalty-free-music>

<https://soundcloud.com/discover>

<https://bonafidebookworm.com/read-agatha-christie-books-online-free/>

## PRE PROJECT SKILLS AUDIT

Date: 28/03/2024

	Rating			
Skill:	New	Basic	Proficient	Expert
Research		✓		
Audience			✓	
Video Editing		✓		
Sound Design		✓		
Audio Capture		✓		
Web Development			✓	



Animation				
Texturing				

# POST PROJECT SKILLS AUDIT

Date:

Skill:	Rating				Evidence
	New	Basic	Proficient	Expert	
Research					
Audience					
Video Editing					
Sound Design					
Audio Capture					
Web Development					
Animation					
Texturing					

# AUTHENTICATION

- I confirm that all the work contained in this project is my own work. I confirm that I have not used AI technology (such as ChatGPT) to develop any work in my submission. If I have used AI technology for artistic purposes, I have highlighted this in my submission and have fully justified how and why.
- I confirm that I have not copied any of the work contained in this project from other people's projects, or sources such as book, social media or from the internet. I also confirm that I have fully referenced the sourced that I have used.
- I confirm that all the work contained in this project is authentic and has not been previously created or submitted for a previous course/project.
- I understand that if I hand in a project that has work in it that has been copied, this will be subject to disciplinary action and may cause me to lose my place on the course.

Signed:

*[Handwritten Signature]*

Date:

*28/03/2024*