



City &  
Guilds

# Short Film Production unit326

Level 3, One Unit Credit , City & Guilds 7501 Nat. Diploma in Media Techniques

A production based training programme running over 10 days from 9.30am to 5.00pm. The course is designed to enable participants to develop the knowledge and skills required for producing short digital video films , so as to build an overview of getting concept to screen and become equipped with the essential competences to develop future projects.

**Number of participants:** 15 to 20 in groups of 4 to 5

**Platform:** Macintosh **Equipment:** 3CCD DV camcorders / MAC workstations / Final Cut Pro HD

**Software level:** Introductory **Equipment to trainee ratio:** one full camcorder kit & edit suite per team of 4/5, one MAC workstation to each participant for initial software training & one Mac edit suite per group.

**Cost of the course:** In 2009, 30 free places are available to Deaf & BME people through an application & selection procedure due to their under representation in the media industries.

**For other participants subsidised costs apply** ex.VAT, rate B: £800, rate C: £1,200 (inc.VAT, rate B: £920, rate C: £1,380) In this case please check on application and booking forms for booking and payment procedures.

## Who is it for? and course outline

This new 10 day intensive course is designed for both filmmakers and artists who have basic or intermediate computer skills and some digital video production skills and who wish to gain or upgrade their skills so as to address high quality short film digital production, from research / scripting / storyboard and budgeting to actual shoot and non-linear editing as well as burning / mastering for submission / exhibition. Participants build an understanding the fundamental grades / roles of director, producer, researcher, camera / sound and editor through using professional 3CCD camcorder kits / appropriate lighting and apple Mac Quad intel / Final Cut Pro edit suites. Producing subtitled versions of your film for the Deaf may be an additional requirement.

## Eligibility

While all applicants over 16 will be considered equally through the application procedure, WFA positively welcomes applications from people who are under represented in our industry, i.e. women, disabled people, people from ethnic minorities and other socially excluded people within the constraints of funding. A positive action policy is practiced to actively promote their participation within training courses as part of WFA's equality / diversity agenda, WFA's staff are very willing to assist in appropriate ways as requested by our disabled participants and make reasonable adjustments as required.

## Do I need any qualifications to apply ?

**No.** Formal qualifications are not essential but these are areas we do take into consideration:

- a working knowledge of camcorders and of PCs and/or Apple Macs is desirable but not essential, but good literacy, numeracy and communication skills are required as well as a working knowledge of computers.
- technical and artistic aptitude appropriate for the demands of the programme
- plenty of enthusiasm and drive about developing innovation and quality in the media and cultural sectors
- a desire and commitment to learn and a disciplined, professional approach

This professional training programme is designed & delivered by WFA as part of a newly formed regional consortium providing access to digital film & new media in the North West supported by:



Esmée  
Fairbairn  
FOUNDATION

The co-operative

**WFA Media & Cultural Centre, 9 Lucy Street, Manchester M15 4BX Tel: 0161 848 9782/5**

WFA is registered (No 2345OR, Registry of Friendly Societies) as an educational Co-operative for the benefit of the community.

- the ability to **work as part of a team** with a co-operative and flexible approach and to interact positively and supportively with a broad range of people, with respect for the diversity of views, experiences and cultures represented in our society
- punctuality and continuous attendance are essential requirements

### **Will I get a qualification ?**

**Yes.** WFA has been an approved City & Guilds centre for over 18 years and you will be awarded on successful completion one unit credit 7501-326 Level 3 "**Short film Production**", part of the City & Guilds Level 3 National Diploma in New Media Techniques 7501 (6 units required for the full diploma award).

### **What is WFA's Training Approach?**

**Professional supervision / production-based / tailor made**, with a strong emphasis on genuine practical experience through producing actual programmes, with supervised direct experience of the principal roles in film & digital production. The winning combination of "old style apprenticeship", low student to tutor ratio, experienced Technician / Tutors who are practitioners in the Industry, advanced learning techniques and up to date comprehensive equipment brings excellent results and satisfaction. We have an integrated approach to the course content in terms of theoretical and practical work. Although the majority of the work on the course is practical, we address initial theories of film-making.

### **Why choose W.F.A. Media & Cultural Centre?**

**For a number of important reasons, including:**

**-Equipment and resources.** We are amongst the best equipped access & training facilities in the UK. Our edit suites & comprehensive audio/video/digital equipment & software offer the very latest technology & are kept up to date so as to offer cutting edge professional training.

**-Media Access.** When joining the course you take out a WFA one year associate membership. This entitles you to access all our equipment & facilities outside the course time at affordable rates. You join our mailing list & are kept informed of WFA's wide range of training courses, cultural events & film screenings.

**-A Professional Environment.** As a Media and Cultural Centre with our own Production Unit, our Technician / Tutors are practitioners in the industry and **WFA is a BECTU branch**. Our staff are fully aware of the latest technological developments in our industry, we understand the skills employers are looking for, as well as the wide-ranging requirements of clients. Check for our Team on WFA's website.

**-Flexibility.** The production briefs are set by WFA, but they are flexible enough to allow you to explore issues of interest to you and your production team in a creative way.

**-Positive Outcomes.** WFA courses are designed to give high quality professional training with the aim of enhancing trainees' development and progression within the Media and Cultural Industries. With a 19 year track record delivering high quality vocational training and over 30 years in the field, post course outcomes have been very positive, with 72% of trainees maintaining or progressing into employment / self employment as well as higher training.

### **Course Rationale as per City & Guilds unit 326**

"This unit is concerned with researching, planning and producing short films.

The main aim of this unit is to provide candidates with the opportunity to explore and develop basic skills in a variety of roles involved in short film production with a view to further training and skills development either as an entry level within the industry or in higher education.

To this end candidates will carry out research using a variety of methods into the diverse types of short films and the different sources used in planning and producing short film within specified contexts. They will also investigate job roles within the sector to appreciate the complexity in making a film.

Candidates will devise, plan and produce a short film to given criteria. They will, individually and as part of a team, develop basic practical skills in relevant areas of short film production such as researching, scripting, storyboarding, camera, lighting, sound, logging, editing etc. This will enable them to appreciate the stages in short film production and provide a sound basis for further industrial/specialist training in specific disciplines within the film/TV/video industry. Knowledge and selection of appropriate professional equipment for acquisition and editing is essential as is the ability to understand and use current industrial terminology when planning and realising productions. Candidates must evaluate the production process and end product using specified criteria.

### Course Rationale Continued

Technical sessions give trainees an overview of the whole production process using key tools and techniques so as to gain the required competences. You will be asked to accompany your production projects with research material, outlines, treatments, scripts, storyboards, shooting schedules, budgets, studio / location plans and Health & Safety assessments, and to complete projects within the allocated time and equipment, followed by individual and group appraisals."

### Course Requirements and Assessment

#### You are required to:

1. Attend the course from 9.30am to 5.00pm on the set weekday and fulfil the course timetable. Additional activities may be required outside of this day. **Time-keeping and full attendance are essential in WFA's professional environment.** Reasonable absence for illness or public service is allowed. Absence in excess of three days may be considered sufficient to render continuation of training meaningless.
2. Participate to the best of your ability in discussions, technical sessions and project work, **team work is essential.**
3. Complete satisfactorily all programme modules and production projects. The progress, development and quality of interaction with the rest of your group shown during the project is as important as the end product.
4. **Be punctual, you must phone us if you are going to be absent or late.**
5. You will be expected to keep a neat and tidy folder containing lecture notes and written assignments. WFA is an approved City & Guilds Centre and we use a continuous assessment method. You will be asked to keep an up to date log book of all your work, and how you achieved results on various tasks. This folder forms an integral part of the evidence required for your final assessment along with your actual production tapes, the attendance register and Trainers' and Training Officer's assessment notes and reports.  
On successful completion you will be awarded a Pass, Credit or Distinction for Unit 326 of the CGLI 7501 National Diploma in Media Techniques.
6. You will be expected to comply with the monitoring procedures required of us by funding Agencies. **i. e. letting us know at regular intervals what you do for up to 6 months after you have completed your training, and any changes in your circumstances; new address, employment, projects, funding applications etc.**

#### Assessment:

This is necessary under the rules and regulations of the City & Guilds of London Institute 7501 National Diploma Award (for example regarding applicants with disabilities refer to "Access to Assessment and Qualifications guidance and regulations relating to candidates who are eligible for adjustments in assessment"). Assessment also ensures the growth and development of the trainees, it monitors the effectiveness of the course content and applies the course standard.

- A There will be a continuous assessment as well as tutorials during the course to ensure that trainees have successfully completed the course modules and course criteria.
- B At the end of the course WFA staff will undertake an overall assessment of your folders, production tapes and attendance, on which basis you will be recommended by WFA to the National City & Guilds 7501 External Verifier for grade and award when successful.

#### Access for people with disabilities.

WFA will make reasonable adjustments where possible to facilitate access to training, services and facilities. **A BSL Interpreter is available in 2009.** In terms of mobility WFA is based in a late Victorian warehouse on 3 floors with partial mobility access, a temporary ramp at the front entrance allows wheelchair access to the ground floor (we need advance notice to set it up). A platform stairlift from the ground floor to the basement New Media workshops provides access to wheelchair users.

The ground floor toilet and fire escape from basement to ground level have been partially adapted; a fully independent mobility access is planned for end of 2009. **WFA staff are very willing to assist in appropriate ways and make reasonable adjustments as requested by our disabled participants.** Further information about WFA's services and facilities is available in large print, audio tape and other formats