

CRMT220 Art of Production 2023-24

Assessment #2 Brief:

Portfolio of Creative Practice (70%)

Brief

- Working in production teams of 3 or 4, you will create an EP of material. In your groups you should research, discuss and decide an overall production aesthetic for your project.
- Each group member will take the role of lead producer for one track. Each track may involve close collaboration within production teams, but the lead producer should take overall responsibility for all aspects of the production.
- Each track should be 3-5 minutes long.
- All tracks should involve collaboration in terms of composition and instrumental and/or vocal performance.
- Each track will be accompanied by a 4 to 5-minute video documenting the various stages of the production process that reflects the roles played by the different contributors. You may choose to record a voiceover to accompany the video / images or you may use subtitles. You may use backing music but this should not distract from the content. Please note that you do not need to go into analytical depth here or reference research as this is covered in the report.
- Perhaps collaborating with students outside the course, you will create visual material to accompany the EP release including artwork for the EP and a solo or group artist photograph.
- Each group will also prepare a document that details the overall production aesthetic and the production, composition and performance credits for each track.
- You should also include an individual development plan that contains details of specific skills, knowledge and understanding that you have developed (e.g. through using LinkedIn Learning to learn specialist software skills).

Submission

Individually, please submit a .zip file to the link on Learning Space by the deadline shown on MyFalmouth containing:

- A finished mix of the track on which you were the lead producer. This should be 3-5 minutes long and submitted as a stereo .wav file (44.1Khz/16bit).
- A video of 4-5 minutes documenting the process of the track on which you were the lead producer.
- EP artwork and / or artist photo as a .jpg file.

- A .docx. or .pdf detailing group information, E.P. credits and additional information.
- Anything else you feel is relevant to your submission e.g. excerpts from your journal, biography & artist photo, individual & group planning

Please make sure that your submission is well-organised and labelled.

Please note that the maximum size for Learning Space submissions is 1GB. You may need to compress your video (e.g. using Handbrake or Premiere Pro). However, if your submission exceeds this limit, please use OneDrive and provide a URL, making sure that the permissions are set so that the file can be accessed. Please ensure that you use a stable internet connection (on-campus recommended) and allow enough time to upload your work (at least 2 hours).

Assessment criteria

Marks are awarded as follows:

Percentage	Classification	Description
90-100%	1 st	Exceptional
80-89%	1 st	Outstanding
70-79%	1 st	Excellent
60-69%	2:1	Very good
50-59%	2:2	Good
40-49%	3 rd	Satisfactory
30-39%	Fail	Poor
1-29%	Fail	Very poor

The table on the following page shows how each learning outcome is assessed:

#	Learning Outcome	Assessment Criteria	Detail
1	Creativity Demonstrate a creative and innovative approach to ideas, materials and methods.	Demonstrate the creative approach you have taken to the production process.	Evidence of considered approach to pre-production, recording, mixing and mastering. The track clearly demonstrates creative production techniques.
2	Critical Thinking Think critically about concepts, contexts and practice, evaluating these through scholarship, and/or self-reflection.	Demonstrate a clear rationale for the artistic and technical decisions you have made in the development of your project.	The track clearly links to the wider production aesthetic of the group.
4	Professionalism Demonstrate the application of industry standards and recognized external arbiters of best practice within your discipline, including appropriate project management.	Demonstrate an awareness of best practice, as benchmarked against industry standards, in the technical and artistic skills needed to deliver your project.	Well-presented and organised submission. Track adheres to professional audio production standards. The video clearly documents your work.
5	Research Produce informed work through the use of appropriate research methods.	Demonstrate the technical and artistic research undertaken in the development of your project.	The track is consistent with the research detailed in the report and is indicative of substantial listening, reading, experimentation and reflection.
6	Skills Demonstrate a sufficiently high-quality skill-set to realise your work.	Demonstrate competency in a range of pre-production, recording, mixing and mastering techniques.	The track showcases a variety of well-executed technical skills, using a range of technologies. The video and additional portfolio material showcase collaborative and organisational skills.

Feedback

Summative written feedback will be uploaded to the Learning Space and will form the basis of your feedback tutorial at the end of the module.

You will also receive formative feedback on your work in progress during the module.