

# ASSESSMENT APPLICATION FORM

## Section One - Applicant Details

Name: ..... Are you a current member of the IOV?  
Company name: ..... No  Yes   
Address: ..... If 'Yes' - Membership Number: .....  
.....  
.....  
County: ..... Tel: .....  
Post Code: ..... Mobile: .....  
..... Email: .....

## Section Two - Level of Membership

Please tick the level of membership that you are applying for:  **Individual Membership**  **Corporate Membership**  
One submission on DVD Three submissions on DVD(s)  
IOV Member Fee: £35 (€54.25) IOV Member Fee: £45 (€69.75)  
Non-member Fee: £45 (€69.75) Non-member Fee: £45 (€69.75)

## Section Three - Production(s) Details

Title One: .....  
Production Type: .....  
Duration: ..... hrs. .... mins. Date of Production: ..... / ..... / .....  
Camera: Make: ..... Model: ..... Aspect Ratio: .....  
Editing: Software used: ..... Other: .....  
Is this video predominately your own work?  Yes  No If 'No' please give details:  
.....  
.....

If you have any other information that is relevant to this video - please use the reverse of this sheet...

Title Two: .....  
Production Type: .....  
Duration: ..... hrs. .... mins. Date of Production: ..... / ..... / .....  
Camera: Make: ..... Model: ..... Aspect Ratio: .....  
Editing: Software used: ..... Other: .....  
Is this video predominately your own work?  Yes  No If 'No' please give details:  
.....  
.....

If you have any other information that is relevant to this video - please use the reverse of this sheet...

Title Three: .....  
Production Type: .....  
Duration: ..... hrs. .... mins. Date of Production: ..... / ..... / .....  
Camera: Make: ..... Model: ..... Aspect Ratio: .....  
Editing: Software used: ..... Other: .....  
Is this video predominately your own work?  Yes  No If 'No' please give details:  
.....  
.....

If you have any other information that is relevant to this video - please use the reverse of this sheet...

**Please Note.** Your Assessment Report will be sent to you via email. If you require a paper copy to be posted to you, then tick this box:

Find enclosed my cheque for £ ..... made payable to **Institute of Videography Ltd.**  
Alternatively, you can pay by credit / debit card by calling the Central Office on +44 (0) 20 8502 3817.

Signed: ..... Dated: ..... / ..... / .....

### **IMPORTANT**

- Master membership is dependent on achieving greater than 70% on a single production - the qualification is attributed to your name.
- Fellowship is dependent on achieving 90% or more on your initial Master Member production, and then achieving the same standards on a further two - the qualification is attributed to your name. Existing Master Members wishing to apply for Fellow Membership should send in one submission on DVD, then submit a further two if successful.
- Corporate membership is dependent on achieving greater than 90% on three productions submitted at once - the qualification is attributed to your company's trading name.
- All works submitted for assessment must be accompanied by a fully completed Assessment Form and the correct assessment fee. DVDs that are received without this information cannot be assessed.
- DVDs will only be returned if accompanied with a stamped addressed Jiffy bag.
- All DVDs should be sent by Recorded Delivery to:

**Chris Waterlow F.Inst.V., IOV Assessments, 59 Sissinghurst Close, Pound Hill, Crawley, West Sussex RH10 7FY**  
**Telephone: +44 (0)1293 886484**

## **Assessment Guidelines**

The aim of these guidelines is to ensure that all members who qualify will have shown that they understand and have knowledge of the very basic technical and artistic conventions of video production. A Glossary of Terms has been provided at the end to help clarify certain points.

1. Fellowship and Master Membership assessment productions should predominantly be the work of the person applying for qualification. This is not to say that it all has to be the work of one person; the governing rule is that the 'major influence' should be the person applying. With Corporate Membership the qualification is given to the Production Company.
2. All submissions must be clearly labelled. This includes the production title, applicant's name, membership number (where applicable), and contact details. The work can be either on VHS tape or DVD.
3. All submissions should be accompanied by a completed Assessment Form and assessment fee (£35 for Members / £45 for non-Members).
4. Tapes/DVDs will only be returned if a suitably stamped and addressed bag / padded envelope is provided with the application.
5. The assessment entry can be on any subject matter.
6. The entry can either be produced specifically for assessment, or it can be a previously commissioned piece of work, *provided that the programme submitted conforms to the required criteria*. Work previously shot but re-worked to meet the assessment requirements is perfectly acceptable.
7. The submitted work must have a maximum duration of 15 minutes, of which the total duration of the opening and closing titles/graphics should not exceed 90 seconds. Full screen graphics (e.g. animation sequences, charts, diagrams and maps) may be used throughout the programme but may not make up any more than 50% of the programme's total duration. Any programme exceeding any of these timings may be considered ineligible for assessment.
8. The assessment is divided into five (5) categories (maximum achievable percentage of the total mark shown in brackets). Each criteria description gives details of what is required for a minimum basic qualification mark in each category:

### Titles & Graphics (10%)

Applicants should ensure that titles are readable, with correct spelling, grammar and layout, and conform to recognised 'safe' areas on the screen. Any graphics used additionally within the programme should also be clear and readable and should also have correct spelling and grammar.

### Camerawork & Lighting (20%)

Applicants will be expected to demonstrate correct shot exposure, white balancing, focus and framing. The applicant will need to show full manual control of the camera. Evidence of a camera's 'auto' facilities adjusting on shot (e.g. auto focus 'hunting' or auto iris adjusting) will not be looked on favourably. Unless artistically justified within the programme, shots are expected to be steady and level; long pans, tilts and use of the zoom 'on shot' are to be discouraged.

The programme must include a minimum of two shots demonstrating a relatively shallow depth of field, one of which must be outside in daylight. Although not compulsory, the assessors will look favourably on work also including other forms of artistic shot development, e.g. tracking, crabbing, craning and use of mobile camera support systems.

Although not compulsory, applicants should attempt to include some interior shots or situations under mixed lighting conditions to demonstrate lighting skills, as this will also attract additional marks if executed correctly.

### Sound (20%)

Programmes must include a reasonable quantity of 'live' audio. This is sound which has clearly been recorded at the time of acquisition and not dubbed on in post production. This audio must be clear and undistorted with particular attention being paid to excluding unwanted ambient sound, including wind rumble.

### Post Production (20%)

Applicants are to demonstrate their knowledge and understanding of basic editing skills and fundamentals. The applicant will attempt to edit the programme using straight 'cuts' and 'dissolves'. The use of any other kind of transition, especially those of the 'special effects' variety, unless justified, is to be discouraged and will not attract favourable marks.

Shots will be expected to be correctly colour matched to each other particularly if two or more cameras are clearly being used.

Applicants must also demonstrate their ability to correctly mix and balance audio of two or more sources (e.g. a music bed/ambient background sounds and a voice over).

### Overall Production Quality (30%)

Applicants will be marked on their ability to 'tell a story' and to introduce pace and flow into the production. The applicant's artistic interpretation, capacity to remain relevant to the programme's subject matter and the overall quality of the programme will be taken into consideration.

9. The applicant will not be assessed on DVD authoring skills, tape/disc labelling or other packaging.
10. These criteria only apply to Non Qualified members who are seeking qualification and current Master Members who are looking to obtain a Fellowship Recommendation. Corporate applicants and those who have already been awarded a Fellowship Recommendation may submit work of their own choosing and not necessarily that which has been specially prepared according to the above criteria.

## **Common Assessment Questions**

*Q. When are assessments carried out?*

A. Six times a year – February, April, June, August, October and December (i.e. every two-months). The deadlines are the last day of the following months: January, March, May, July, September, and November.

*Q. Where do we send them?*

A. The IOV Assessment Panel, 59 Sissinghurst Close, Pound Hill, Crawley, West Sussex RH10 7FY

*Q. What happens if I do not agree with or do not understand my report?*

A. All queries must be dealt with by post. Assessments are confidential and cannot be discussed over the phone. Send your tape and a covering letter explaining what you would like further clarification on.

*Q. Is the Assessment Panel's word final?*

A. No. If after further explanation you are still not satisfied with your assessment you can have your report referred to an alternative panel who's findings are final.

*Q. If I have any general queries who can I talk to?*

A. The Central Office (0845 741 3626 / +44 (0) 20 8502 3817) should be able to answer all general queries and can also supply additional Assessment Forms.

## **Glossary of Terms**

### *Ambient Sound*

General background sound

### *Audio Dubbing*

The adding of additional audio (e.g. music) to a soundtrack

### *Auto Focus*

The system and/or ability of some cameras to automatically adjust picture focus

### *Auto Iris*

The system and/or ability of cameras to automatically adjust picture exposure

### *Balancing Audio*

Also known as mixing audio

### *Crabbing*

The intentional movement of the camera perpendicular to the subject

### *Craning*

The intentional alteration of the height of the camera in relation to the subject

### *Colour Matching*

Ensuring that picture quality from different cameras / sessions appear similar

### *Depth of Field*

The portion of a picture between the camera lens and infinity which is in focus

### *Dissolve*

The transition between two video sources with a duration of 2 or more frames

### *Flow*

The natural 'storytelling' progression of a video

### *Focus*

The sharpness of a picture/the act of causing a picture to be in focus

### *Framing*

The composition of a shot within the video frame/the act of framing

### *Level Shots*

Shots which are level relative to the natural horizon

### *Lighting (Indoor/Outdoor)*

The mixture of lighting sources with different colour temperatures

### *Live Audio*

Live sound as opposed to recorded or 'dubbed' sound

### *Mobile Camera Support Systems*

Equipment other than a studio camera pedestal or tripod used to carry the weight of the camera and which allows the operator to move the camera whilst 'on shot' or recording. Systems include jibs, cranes and Steadicam.

### *Music Bed*

A piece of music, sometimes low level, used to enhance a video. Mainly used in 'corporate' type programmes

### *Pace*

The perceived speed at which times passes within a programme.

### *Safe Area*

The area within the video frame which is considered not to be effected by domestic cut-off

### *Shot exposure*

The relative darkness or brightness of a shot

### *Straight Cut*

Transition between one shot and another with a duration of 0 frames

### *Tracking*

The movement of the camera either towards or away from the subject

### *Transition*

The change between one shot and another

### *Voice Over*

A piece of recorded speech used to inform the viewer or enhance a video presentation

### *White balancing*

Adjusting the camera's ability to accurately reproduce a picture in accordance with the current ambient colour temperature