Your first post.

The blog is the dated record of making one product: research, planning, production, changes, the product, the reflection, in the order they happened. It is marked on what it shows of that. Post 0 is the first thing you make, posted the day you make it. Cambridge's top-band blog started with a photograph and one sentence. So does yours.

WHAT IT IS

One photograph you took today, composed on purpose. One sentence on what the framing does. Today's date, stamped by the site when you press Publish. That is the whole post, and the moderator who marked Candidate B called exactly this "a useful first exercise for both video and print briefs."

WHAT IT IS NOT

Not a proposal. Not a statement of intent. Not the rules written out. Not a welcome page. Not the class exercises from last week. Neither of the two blogs Cambridge publishes starts with a declaration. They start with work.

WHERE IT GOES

On your blog at blog.classroomtools.io, the class's own site: I give you the address and the passcode, reading needs no login, and the date is set by the site. The first preliminary exercise, the ten-photograph story, goes up on Monday 14 September in class. Every student makes a film opening, and the direction post is set on Monday 28 September. A2 audits the blog on 26 October; A3 collects it on 27 November.

1 **Stairwell, 08:20**

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2 3

YOUR PHOTOGRAPH

4 Taken from the top landing, looking down. The handrail cuts the frame on the diagonal and the person on the lower flight is small in the corner, so the stairwell reads bigger than it is.

5 TAGGED: PRELIMINARY EXERCISES

A post 0 that passes. Thirty-four words. Candidate B's first post was four photographs of a field and the line "I often feel lost in the middle of a storm."

THE SAME POST, FOR PRINT

Cover test, white wall. A friend against the wall by the window, lit from the left, eyes to camera. The empty space on the left is where a masthead and three cover lines would sit.

The post, taken apart

1. **The title says what it shows.** Where, and when. Not "Post 0", not "My first post". Candidate A was marked down for titles a reader could not follow. A moderator reads sixty posts; the title is how they find the one they need.
2. **The date is stamped by the site.** When you press Publish, the server writes the date and time, and nobody can change it. A draft has no date until it is published. If you edit later, the earlier version stays visible under the post.
3. **One photograph you took, composed on purpose.** Decide where you stand, what the edge of the frame cuts, what is large and what is small. Then take it. A snapshot is a photograph nobody decided.
4. **One sentence: the choice, then what it does.** The diagonal, then the effect. The low angle, then the effect. This is the sentence you will write under every shot, every sound and every cut for the next two years.
5. **The tag is optional, and worth using.** One dropdown beside Publish names the part of the portfolio a post belongs to (sheet 2). Nothing stops you publishing without it; it is how your blog stays findable later. The moderator asked Candidate A for exactly this kind of labelling. It feeds your case study in Unit 5 and it is still your area in May.
6. **The whole post.** Ten minutes, once the photograph exists. What takes longer is the platform and the settings, which is why you do those in class and not at home.

What costs marks

RE-DATING

A post cannot be re-dated honestly. Missed a post? Post the work today, dated today, with one line saying when it was done.

A DRAFT LEFT AS A DRAFT

A draft has no date and is not on your blog. Only Publish counts, and it is checked at A2 and A3 from a signed-out browser.

EXAM PRACTICE

The *Breaking Bad* and *Stranger Things* exercises are exam practice, and that goes to ManageBac, not the blog. The one exception is the *Parasite* post, which ends with what one frame teaches your opening.

POSTING ELSEWHERE

A post on another site, a chat or a shared folder is not on your blog. If work happened off the site, post it now with one line saying when it was done.

POSTS THAT GO NOWHERE

Cambridge separates the top bands from the middle on one test: does the plan point back to the research? From now on, a post ends with what it teaches your product.

Set it up in this order

Your blog already exists. Log in, take the photograph, write the post, publish. Ten minutes once the photograph exists.

1 Log in at blog.classroomtools.io.

Your address is the part after /b/, and the box also takes the whole link or your name. Your passcode is the one I gave you. Do not share the passcode; the address is public. Works on a phone. Nothing to install.

THE TELL Your name is at the top right.

2 Open your blog signed out.

On a neighbour's phone, or in a private window: blog.classroomtools.io/b/ and your address. It opens without a login, because a moderator will read it that way. One blog per student, always; a partner's post does not count for you.

THE TELL It opens on a phone that has never seen it.

3 Know the editor.

Write: a title and the post are all that is required. Photo, Video and File add straight in, and a YouTube, Vimeo or Bilibili link pasted on its own line becomes a player. Preview shows the post before you publish. The one optional tag is a dropdown beside Publish.

THE TELL You have pressed Preview once.

4 Take one photograph.

Anywhere within reach of the room. Before you press anything, decide three things: where you stand, what the edge of the frame cuts off, what is large and what is small. Then take it. One is enough.

THE TELL You can say what you decided.

5 Write post 0 and publish it.

The photograph, a title that says where and when, one sentence in the shape choice then effect. Choose Preliminary exercises from the tag dropdown beside Publish, if you want it sorted later. Sheet 1 has the model. Do not add a paragraph about your plans. Publish stamps the date.

THE TELL Under forty words, and it shows a published date.

6 Check it from the hub.

blog.classroomtools.io lists every blog with its candidate number, post count and last post. That page is the address Cambridge gets at moderation. Find yourself on it, open your post from there, and you are done.

THE TELL Your post is on the hub, dated today.

Before you leave

- ☐ My blog opens signed out at blog.classroomtools.io/b/...
- ☐ It is my own blog, not a partner's.
- ☐ The title says where and when.
- ☐ Tagged, if you chose a tag.
- ☐ No exam practice is on it. That goes to ManageBac.
- ☐ The post is published, not a draft, and shows its date.
- ☐ The photograph is mine, taken today, composed.
- ☐ One sentence: the choice, then what it does.
- ☐ The date and time under the title are today's.
- ☐ I can find myself on the hub page.

Five tags, optional

Pick one from the dropdown beside Publish, or none: the blog publishes either way. They are Cambridge's own parts of the portfolio, and how a moderator finds the research or the planning later.

PRELIMINARY EXERCISES
The four practice tasks: the photo story, the film letter, the design board, the continuity edit. Each ends with what it teaches your opening.

RESEARCH
Professional products read for camera, sound, mise-en-scène and editing; the audience, with evidence; the institutions.

PLANNING
Pitch, script or flat-plan, storyboard, casting, recce, the look, schedule, risk, test shots. This is what separated the two Cambridge blogs.

PRODUCTION
Shoot days, drafts with what changed and why, feedback and what you did with it, changes to the plan. Decisions and revisions are marked on their own.

PRODUCT AND REFLECTION
The finished opening or magazine, clearly labelled, and the reflection answering the four questions in more than one digital tool.

What the blog holds from here

WHEN	POST	WHAT IT HOLDS
Mon 14 Sep	Preliminary exercise 1: the photo story · the caption	The ten frames in order, the six shot types inside them, one caption each, the contact sheet. Beside it, the caption post.
Mon 21 Sep	The *Parasite* post	Six frames read for effect, the paragraph on the two families, a last line on what one frame teaches your opening.
Mon 28 Sep	Preliminary exercise 2: the film letter	The 60 to 90 second film with its rationale. The direction post is set today.
Wed 30 Sep	The lock	Direction, locations and the shot list, checked in pairs. Later changes go in the production log.
The break	Production, with the diary	Three to four hours of shooting, a dated log entry per day, footage posted when shot.
Thu 8, Mon 12 Oct	Exercises 3 and 4 · the direction post	The design board on Thursday. The continuity edit and the direction post on Monday.
Mon 26 Oct	A2, the mid-point	Posts 1 to 7 complete. Audited by a partner on Thu 22.