

30 Degree Rule School Advertisement Video

Use the 30 degree rule to film an advertisement (promotion, help, support, or how to) for the school. You will need to get the advertisement assignment from a school staff member. This might be returning books at the end of the semester, or returning Chromebooks, or safety procedures in the shop. The school staff member will also evaluate your final product. You may work with one other person.

Remember to use the video guidelines and skills we've covered in class up to this point (lighting, sound, composition, exposure, etc.). Edit your video using Premiere Elements. Remember to label your shots and set in and out points. Send me your final video on Schoology. Complete the following self assessment and send it to me on Schoology.

Client Advertisement Assignment Requirements - 11 pts

You need to meet with a school staff member to determine their needs/requirements for the advertisement video. You should determine at least three requirements for the video. You will also meet with them to show the final product and have them evaluate/grade your work.

Describe what they want their video to be about.

What are three requirements for the video?

Did your final video meet their requirements/needs? Based on the quality and creativity of your video, what score would they give you on a five point scale? What feedback do they have? - 5 pts

Requirements

- 30 Seconds to 2 min in length
- At least two uses of the 30 degree rule
- At least 1 medium shots
- At least 1 close shots
- No copyrighted images/videos
- Use of sound or music (remember to check levels)

Rating

Use the rubric below to rate your shots. For each category mark 'B' for Below, 'M' for Meets, or 'E' for Exceeds.

	Below	Meets	Exceeds	Pts	Your Rating (B, M, E)
Creativity/Originality How creative are your shots?		The video shows some creativity		3	
Technical (exposure triangle, lighting, focus, clarity, file type) Do your shots look good?		The video contains few technical errors		3	
Story, Meaning, Mood, Subject Did you just point and shoot or put thought into each shot?		The story, subject, mood, or theme of the video is somewhat clear		3	
Quality/Effort From an outside perspective, how much effort did you put into this assignment?		The video shows quality and demonstrates some effort		3	
Technique/Skill How well did you apply the skills from the lesson?		The video uses some techniques and skills		3	
Client Requirements & Evaluation		Completed requirements and evaluation with client		11	
Requirements Did you meet all the requirements of this shooting assignment?		Most of the requirements were met, some were not met		14	

Self Critique

3 things about my video: (examples: describe the subject matter...who, what, where, when, why and how, example: *My subject is a vertical head & shoulder shot of my sister at her wedding. She is laughing and looking at her husband right after the wedding. I used a small f-stop # and moved close to her so the guest in the background would blur out.*

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2 things I like or dislike about this video or project: (problems, good/bad, things you would change, things you like/dislike about work) example: *I love the expression on her face, it really captures her personality and the mood of the day. I wish that I was able to take the picture from a different angle so I could have seen more of her husband.*

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1 thing you learned through this project or have a question about now:

example: *you have to be patient and anticipate emotions when trying to capture an important moment in time.*

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Assignment Score

Based on your rating and self critique, give yourself a score.

Your Score ____ / 45 (5 pts self assessment & critique, 40 pts based on rubric)

****Turn this sheet in with your assignment!!**