

Promotional Video Project

Names:

AWR30

Objective

John F. Ross C.V.I. has a very large number of extra-curricular opportunities from clubs, to teams, to councils, to bands. Your job is to produce a creative video to inform a grade 8 audience of all that your school has to offer that is entertaining and inspiring.

Programs

- Adobe Premiere

Filenames

- FirstLastPromoVideo.mpg



Steps

1. Self-select into a group of 4 or 5 people.
2. Research!
3. Creatively plan your production. Create an appropriate storyboard to assist with your planning. Develop your script and plan you camera shot(s): position, movement, tilt, etc.
4. Choose your roles: Director, Actor(s), Camera Person
5. Record your footage.
6. Download your footage to the location indicated by the teacher.
7. Although your group planned and recorded together each person will edit their own footage into a spectacular short video!
8. When you are complete, export your video using the specifications indicated by your teacher.
9. Submit your group planning and your video files to the location indicated by the teacher.

To Be Submitted

- **Print**
 - Title page
 - Instruction page
 - Storyboard
- **Digital**
 - FirstLastPromoVideo.mpg

Timeline

- Pre Production / Planning: 2 periods
- Production / Recording: 3 periods
- Post Production Editing: 2 period

Deadline

-



Evaluation

<p>Success Criteria</p> <p>Planning and Documentation</p> <ul style="list-style-type: none"><input type="checkbox"/> Title page<input type="checkbox"/> Instruction sheet<input type="checkbox"/> Storyboard submitted<input type="checkbox"/> Planning is neat and complete<input type="checkbox"/> Planning is accurate and contains an appropriate level of detail <p>Video</p> <ul style="list-style-type: none"><input type="checkbox"/> Correct filename and file format<input type="checkbox"/> Production must be between 2 -3 minutes<input type="checkbox"/> Production must have a basic plot<input type="checkbox"/> All footage must be in focus<input type="checkbox"/> A variety of camera shots utilized<input type="checkbox"/> Stable camera shots and angles<input type="checkbox"/> Humour must be appropriately used<input type="checkbox"/> Production must have appropriate audio levels<input type="checkbox"/> Required sound effects and musical tracks<input type="checkbox"/> Appropriate starting<input type="checkbox"/> Appropriate transitions between shots<input type="checkbox"/> Appropriate ending	<p>Communication</p> <p>/ 10</p> <p>Thinking / Inquiry</p> <p>/ 5</p> <p>Application</p> <p>/ 10</p> <p>Knowledge/ Understanding</p> <p>/ 10</p>
---	--

Comments

