

BUY NOW!



Video Production

Project #2

([example1](#), [example2](#), [example3](#), [example4](#))

Project Overview

Each team will receive a product and create a 1 → 2 min. commercial to sell that product!

What are we learning?

1. Types of shots
2. How to storyboard
3. How to edit multiple video clips
4. How to add titles & sound effects
5. How to give constructive feedback

Timeline

Your team has 5 days to complete the video!



Buy Now! Rubric

Period: _____

Team #: _____

Name: _____

Editing partner: _____

Rubric	Outstanding 90-100%	Nice 80-89%	Ok, but... 70-79%	Hmm... 60-69%
6 Required elements: 1. Correct format 2. 1- 2 min. 3. Follows storyboard with 6 <u>different</u> shots 4. Incompetech music that fades out 5. Sound effects 6. Titles	Video contains all required elements.	Video is missing 1 required element.	Video is missing 2 or more required elements.	Video is missing more than 2 design elements.
Content & Editing	Video establishes a purpose early on and maintains a clear focus throughout. The video is edited well and flows smoothly from shot to shot. Music, titles and sound effects are used effectively. The audience is engaged in the video.	Establishes a purpose early on and maintains focus for most of the video. Occasionally edits, music, titles or sound effects seem off but the audience is mostly engaged in the video.	There are a few lapses in focus, but the purpose is fairly clear. There are times where the music, titles and sound effects are not effective. The audience is not as engaged.	It is difficult to figure out the purpose of the video. The editing, music, titles and sound effects don't make sense at all.

Teamwork Rubric - Evaluate your teammates AND yourself!!

Key: Write in names

Self



	ABSOLUTELY!!!	Usually!	Sometimes...	Rarely :(
Prepared	They routinely provided useful ideas when participating in the group. This person is a leader who contributed a lot of effort.	They usually provided useful ideas when participating in the group. This person is a strong group member who tries hard!	They sometimes provided useful ideas when participating in the group. A satisfactory group member who does what is required.	They rarely provided useful ideas when participating in the group. May refuse to participate.
Respectful	They always listen to, share with, and support the efforts of others. They tried hard to keep people working well together.	They usually listen to, share with and support the efforts of others. Does not cause "waves" in the group	They sometimes listen to, share with and support the efforts of others. But sometimes caused drama in the group.	They rarely listen to, share with or support the efforts of others. Can be unkind and not a good team player.
Integrity	They were always focused on the task and what needs to be done. Very self-directed.	They were usually focused on the task and what needs to be done. Other group members can count on this person.	They were sometimes focused on the task and what needs to be done. Other group members would sometimes have to remind them to keep on task.	They were rarely focused on the task and what needs to be done. Lets others do the work.
Determined	They actively looked for and suggested solutions to problems.	They helped improve and implement solutions suggested by others.	They did not suggest or help improve solutions, but they were willing to try out solutions suggested by others.	They did not try and solve problems or help others to solve problems. They let others do the work.
Excellence	They always had a positive attitude about the task and the team. I'd love to work with them again!	They usually had a positive attitude about the task and the team. They are good teammates.	They sometimes had a positive attitude about the task and the team.	They rarely had a positive attitude about the task and the team. I'd rather not work with this person again.

Team Members

Make sure you know who is in your team and their seminar teacher in case you ever need to work on your project during that time.

Team Member Name	Seminar Teacher

Enter this information on the project form.



Step 1 - Write a Script

Product: <Name your product on the project form>

Commercial style (infomercial like the shamwow or voiceover like the snuggie):

<write your style here>

Script: <Use one of the script templates>

Enter this information on the project form.

Step 2 - Create a Storyboard

Use the [storyboard glossary](#) to draw out your shots.

Each shot should have the following:

1. Shot name
2. Diagram that matches the name
3. Shot description
4. Audio

Use one of the storyboard templates for your storyboard.

Enter this information on the [project form](#).

Types of Shots

- Establishing
- Master
- Extreme Wide
- Wide
- Full
- Medium Full
- Medium
- Medium Close Up
- Close Up
- Extreme Close Up
- Cut In
- Cut Away
- POV (Point of View)
- Double / Two Shot
- Over the Shoulder
- Close Over the Shoulder
- Weather
- Tilt
- Pan
- Dolly / Follow
- Boom

Minimum of **6 different shots!**



Step 3 - Shoot the video

Set up the camera and practice. You can take multiple shots, so don't worry if you mess up. However, because sound is important for this project, make sure there's not a lot of background noise!

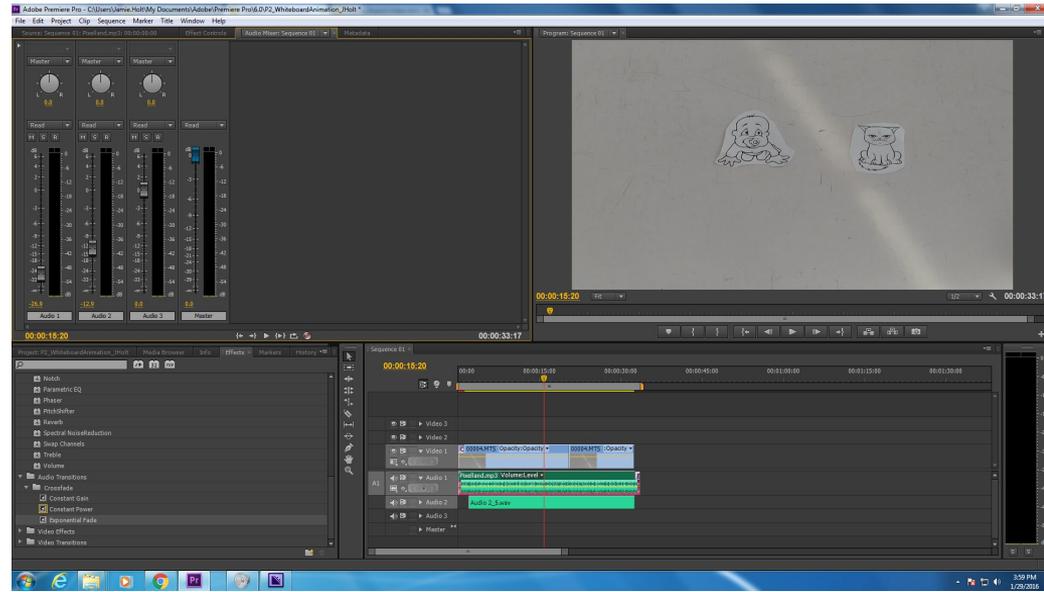


Step 4 - Edit

Edit your project in Adobe Premiere Pro. There should be at least 6 **DIFFERENT** shots and should include titles, music from [Incompetech](#) and sound effects from [SoundBible](#).

Export, upload to Google and share with your teammates and teacher.

<Include credits for music or sound effects on the activity page>



Step 5 - Get Constructive Feedback

Ask at least 2 people from another team to watch your commercial and ask them the following questions:

Did I meet all of the required elements on the rubric? <Write their feedback on the project form>

Does the video flow well and make sense? <Write their feedback on the project form>

What can I change right now to make it better? <Write their feedback on the project form>

Enter this information on the project form.

PRAISE
MAKES YOU
FEEL GOOD
CRITIQUE
MAKES YOU
BETTER

Step 6 - Make changes!

Use the constructive feedback to make changes to your project.

<List at least 1 change made to your video on the project form>

Enter this information on the project form.



Step 7 - Export, Upload & Share

Export, upload to Google and share with your teammates and teacher.

Enter this information on the project form.

