**Digital Design: Video Project**

**Preproduction** - To be completed in a Google Doc and shared with your partner with rights to edit. - File name to include: name of all members, PSA Assignment.

Components

1. Description: Turn in a written description of the video and what the message will be. What do you want to accomplish and who is your target audience. Create a shot list and storyboard for approval BEFORE you begin developing your video.

2. Narration: Share your message in unexpected or novel ways. Elements in the message should be woven together with insight and imagination, grabbing the attention of the intended audience. The message needs to be clear and concise. Time out your script by reading it aloud with a stopwatch. Your final product should be 1-2 minutes in length.

3. Develop a shot list of scenes you would like to shoot. A written description of the shots you are planning: locations, actions, objects, actors, etc. Compositional information (close up, pan, wide shot, etc.) Your drawings can be simple stick figures.

4. Story Board: Create a storyboard for approval BEFORE you begin shooting. A storyboard is a visual representation of the different shots (shot sketches) in the order they will appear in the finished work.   
In addition include: audio (where the narration comes in, or if there is music over the shot.)

**Production** – You must have your shot list, storyboard, and script printed and stapled together before you will be given a pass to shot your footage. You will only be allowed to in 15 minute increments. Make sure you film all shots necessary at one time. Remember once you begin recording, leave blank air time to work on editing.

**Postproduction** – You will be editing using Movie Maker. You must include a Title on your final product. You must incorporate transitions to flow between shots. Make sure if necessary, your video has a “final thought” or conclusion. Your final product should be 1-2 minutes in length. Remember to transfer your video files from the camera to your flash drive. Import video files from your flash drive into MovieMaker. Save your MovieMaker project frequently. **When finished editing, your final video should be rendered as an .mp4 file.**

**NOTES**:

Digital Design: Video Rubric

1. Name(s):
2. Topic:
3. Approval: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Requirements:** | **Not Demonstrated** | **Does not Meet Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Points Earned** |
| Topic fully and properly researched and demonstrated in the video. | 0 | 1-3 | 4-7 | 8-10 |  |
| Video is clean and concise | 0 | 1-3 | 4-7 | 8-10 |  |
| Elements are suitable appropriate, and directed toward a specific audience | 0 | 1-3 | 4-7 | 8-10 |  |
| Visual elements are appropriate: lighting, background, etc. | 0 | 1-3 | 4-7 | 8-10 |  |
| Audio elements are appropriate: sound, background noise, etc. | 0 | 1-3 | 4-7 | 8-10 |  |
| Video shows creativity and originality | 0 | 1-3 | 4-7 | 8-10 |  |
| Editing: Transitions are effective and appealing | 0 | 1-3 | 4-7 | 8-10 |  |
| Audio editing: Good quality, appropriate volume | 0 | 1-3 | 4-7 | 8-10 |  |
| Proper use of video technology: different shots, angles (NOT one continuous shot) | 0 | 1-3 | 4-7 | 8-10 |  |
| Titles, graphics enhance overall quality of video | 0 | 1-3 | 4-7 | 8-10 |  |
| Thoughts and statements are well organized and clearly stated, appropriate video language used. | 0 | 1-3 | 4-7 | 8-10 |  |
| Written Project Description & Script | 0-6 | 7-13 | 14-19 | 20 |  |
| Storyboard: | 0-6 | 7-13 | 14-19 | 20 |  |
| **Total:** |  |  |  | **150** |  |

Your role & responsibilities:

Actors: