

INDIVIDUAL VIDEO PROJECT

Develop your own concept for a short video segment. You should create a project proposal for your video which includes the following:

Target Audience Description - Define your audience in terms of demographics, social attitudes, prerequisites and/or any other differentiation's that could apply to that audience and their response to this mediated message.

Goal Statement - Define the goals you have for your video. Be as specific as possible. These goals can be cognitive, affective, psychomotor or a combination of two or more.

Script - You should write a script for your video which includes a description of each shot and all the dialog with indications of any music, sound effects, etc. that we would need to hear. You can use the two column television format or the film-style format.

Proposals must be typed and submitted along with the video on the due date. You will be reading this document to the class before we show you video. This part of your project will be worth 15 points. Proposals submitted after the due date will be penalized five points from the evaluation score it receives. Feel free to discuss your project ideas and methodology with the instructor before or during your production.

You will be working on this primarily outside of class. Although we will not meet for class while you are working on your project and the lab will be open for you we will not be able to handle everyone at the same time so work outside of class time will be necessary. Although you will need to use the same workstation once you start your project it does not have to be the same workstation you used for Project One.

You may use archive footage, still images, and/or clip art as part of your video but at least **50%** of the video must be original footage shot by you. This means YOU should be the camera operator. You may use equipment from the lab like you did for the group projects or you may use equipment you have at home or some other source if it is available to you. You may also edit outside the lab but the work must, of course, be your own.

The video should include some motion graphics in a way which is consistent and appropriate to the subject of the video. The graphics can take the form of type, illustrations, or images or any combination which seems appropriate to the subject. These graphics should be animated to enhance the subject. Such animation can relate directly to communicating the subject or can simply enhance the look such as text which slowly moves across the screen rather than remaining static. Plan to include graphics in at least **10%** of the video.

The video should require an appropriate amount of sound sweetening above and beyond the use of a sync-sound or voice-over track. This means that your video should require at least two or more audio elements mixed together consistent with the subject and picture. These elements can include additional voices, music, or sound effects. At least **50%** of the video should have two or more audio elements.

Quality is better than quantity. I would rather see a well done but short video rather than a longer video which is poor or incomplete. I suggest nothing longer than five minutes or shorter than one

minute. In any case, all the above elements MUST be present. The video submitted should fade up from black at the beginning and fade down to black at the end.

To review, your video must meet the following criteria:

- ☑ It should be no longer than five minutes and no shorter than one minute.
- ☑ At least 50% of the video should be original footage shot by YOU.
- ☑ Include motion graphics in at least 10% of the video appropriate to the subject and theme.
- ☑ At least 50% of the sound track must have two or more audio elements mixed together.
- ☑ The video should begin and end with a fade from and to black.

When you are finished with your work you will need to bring your project in for critic as a DV compressed file – .mov or .avi – on a USB thumb drive or a portable hard drive. We will not have time to download videos over the network or from the internet during class. If this is the only way you can transfer your work it will have to be done **NO LESS THAN ONE HOUR BEFORE CLASS TIME**. On the due date, the class will evaluate each video in an open discussion. The video will be worth 35 points. Evaluation will be determined by the following criteria:

Targeting - Are the needs of the target audience adequately met? Are the goals appropriately met?

Does the video resemble the original script?

Sequencing - Are the selection and framing of the shots complimentary? Are motion vectors maintained? Is the lighting consistent? Are the sound levels consistent? Are edits made on action? Are all transitions complete? Does the video fade up from black at the beginning and fade down to black at the end?

Video - Are the camera shots focused and well composed? Are the camera moves well executed? Are any actions cut off? Is all the action covered? Are motion vectors maintained?

Audio - Are the edits noticeable? Are the voices clean and easy to understand? Is the selection of sound effects and/or music complimentary to the video? Are the audio elements integrated into the sync sound smoothly? Is there a natural beginning and end to the music? Do the sound effects coordinate with the action?

Graphics - Is the selection of graphics and the graphic styles complimentary to the video? Is the speed of the graphic appropriate to the action in the video? Does the animation coordinate well with the action in the video? Is the motion smooth?

Communication - Is the subject of each shot clear? Do we see what we need to see? Do we see too much in the shot? Is the action of the shot clear? Do the graphics add to your understanding of the scene? Do the audio elements add to your understanding of the scene?

Creativity - Is the treatment of the scene interesting or unique? Do the camera shots help create the mood for the production? How about the lighting? The graphics? The audio?