

## Summative Video Assignment – June 2012

*This assignment is based on the HALTON SKILLS COMPETITION video assignment (2011)*

### i) PURPOSE OF THE ASSIGNMENT

To evaluate proficiency in the television/video communications field.

### ii) ASSIGNMENT

To produce a 2 to 3 minute video on the **theme** stated at the beginning of the assignment.

- All aspects of this production assignment must be done **in class** by the student
- You are required to develop a **storyboard** for your production, **prior** to shooting
- A one to two page handwritten production brief will be handed in
- No coarse language, weapons, violence or remarks that would be considered offensive
- You may bring and use props from home
- You must save your file as a quicktime (.mov) file
- You may use cuts, titles, freeze frame, fades, speed adjustments and dissolves
- You must use Final Cut for your editing, you may use other programs such as Motion or Livetype

### iii) SKILLS AND KNOWLEDGE TO BE TESTED

- Production planning and design
- Camera Work
- Editing
- Story telling
- Teamwork
- Time Management
- Problem solving
- Literacy

### iv) PRODUCTION BRIEF

Create a one to two page handwritten outline stating the following:

- Target audience
- Goals and Objectives
- Approach
- Equipment Used

- Innovative Solutions to Problems

**v) JUDGING CRITERIA:**

**Production Brief:** 1-2 page written assignment ...../10

**Camera Work:** composition and technical operation ...../20

**Editing:** flow, pacing, transitions, titling ...../20

**Storytelling:** evidence of planning; introduction and closing; fulfils goals and objectives; coherency; effective writing and/or information appropriate to subject matter, target audience and style of video ...../20

**Approach:** style; effective combining of imagery and visual elements ...../15

**Overall Impact** ...../15

**Total Points** ..... /100

**COMMENTS:**