

SNAPPY ECDTV62 Intro (30 SECONDS long): Video Production

Student Name: _____

1. Your CLASS OBJECTIVE is to create a SNAPPY INTRODUCTION for your Morning Announcements
2. **Focus on EACH of your ROLES contributing to ECDTV62 (or something related to NEWS)**
3. You may use the GREEN Screen and substitute a different background OR use different kinds of shots
4. You may want to get extra coverage (more shots than needed) in case there is a problem with the shots you have (always start recording before actors begin). Camera movement must be smooth!

TIP:

- **Storyboard each student's contribution –then shoot it.**
- **Use a variety of shots to enhance your video**

Kinds of SHOTS: CAMERA or lens movement during recording

Pan	ARC	Track or Truck	Dolly	Tilt
POV	2-shot	Establishing shot	Low or High Angle	¾ shot

PRE_PRODUCTION: PLAN

Discuss STORY/ PLOT- what needs to be seen source locations, costumes, props

PRODUCTION: REHEARSE/SHOOT

Choose different kinds of shots listed above

- Discuss what type of scene you are going to shoot (everyone should know their role/responsibilities)
- Rehearse the scene (watch for laughing / careful not to look into the camera)
- Shoot scenes taking care that it is properly lit (you have the correct white balance)

POST PRODUCTION: Transfer raw footage, edit, text/transitions, SAVES QT/Mpeg & publicizes

- Add transitions, text, necessary sound FX or special FX, etc (SHARE/Save as Quicktime .mov file)

Production Rubric:

Category	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Composition				
Uses rule of thirds, framing, lighting, subject placement effectively	- demonstrates limited exploration of possibilities; Composition is simplistic in concept	- demonstrates some exploration of possibilities; Composition is emerging	- demonstrates an original approach to filming; Composition has conceptual depth & aids story	- demonstrates extremely original or unique approach; Composition helps tell story effectively
Technique				
Technical quality (use of video camera white balance, tripod, lights, etc so subject is clearly lit & focused. (NO camera shake)	- demonstrates limited effectiveness in the use of camera, lighting equipment, tripod. Technical problems evident.	- demonstrates some effectiveness in use of camera, lights, set, Uses camera controls, angles, etc to full ability. Few probs.	- demonstrates considerable skills in camera use, tech equipment, tripod, etc. No camera shake on dolly or tracking shots.	- demonstrates original talent in camera use, tech equipment, etc. Many dolly shots show great technical expertise.
Editing: Variety of shots, transitions, text, crop, pace, enhances narrative Objective: (SHORTY 30 Seconds long)	- demonstrates limited ability in creating a variety of shots, adding transitions, text, pacing (dead time). Story is rough	- demonstrates some ability in a variety of shots, adding transitions, text, pacing. Story is good	- demonstrates considerable ability in a variety of shots, adding transitions, text, pacing. Story is engaging.	- demonstrates high degree of ability in a variety of shots, adding transitions, text, pacing so story is entertaining
Objective				
Pre-production & production went smoothly, a clear amusing, eye grabbing snappy intro.	- demonstrated limited cooperation and understanding of the objective so that little bits of a story emerge but shots are simplistic.	- demonstrates ability to follow directions, plan, perform and cooperate. Intro has many types of shots, is interesting and has amusing narrative.	- follows directions, cooperates and works as a team. All students introduced. Story is interesting & amusing. EYE Grabbing!	- follows directions, cooperates & leads the team. All students introduced. Story is fascinating & VERY amusing. Great PACE. Very EYE Grabbing!
Comments:			Grade:	