

# TGV 4M (Grade 12)

## Promotional Video Assignment

NAME: \_\_\_\_\_

**Outline:** This is an assignment that all film students must complete.

We have several amazing things that happen at E. C. Drury at any given year. Promotion is a constant challenge... this is where we come in.

Create a 2-3 minute promotional video for an event happening at the school... a dance, a fundraiser, a global issue, the choice is yours.

### **Sign up:**

Sign up for an upcoming event at the school – as a senior student you are aware of what events typically happen at our school.

Signing up ensures that each event is covered only once.

Choose one event that you are interested in and proceed to create a promotional video to showcase this event to the school and surrounding community.

These videos will be included in the announcements and featured independently on the website. This is the time to show your best work!

### **Criteria:**

- Must be positive in nature and portray the school in a positive light
- Feature music, video footage and information
- Must contain accurate information about the event
- Must be completed 2 weeks prior to when the event is to take place
- Must be well thought out and put together
- Showcase excellent editing techniques

### **Possible Events:**

- Tech Day
- A Dance: Valentine's Day, Halloween, Welcome Back, Christmas
- A Fundraiser
- Specialist High Skills Major
- A Music Concert or Art Show

## Video Production RUBRIC

	<b>Level 1</b> (50-59%)	<b>Level 2</b> (60-69%)	<b>Level 3</b> (70-79%)	<b>Level 4</b> (80-100%)
<b>Pre-production Knowledge</b>	Little research of Environment policies, a few questions emerge but not answered	Some research into Environment protection policies, some questions addressed/ partly answered	Good research into Environment protection policies, good questions addressed & mostly answered	Environment protection policies well researched, Excellent questions answered with great examples/interview
<b>Application</b>	Proposal is completed with spotty results, a bit unfocussed, poorly planned, scheduled	Proposal is completed with good results, a clear focus emerges, Well planned & scheduled	Proposal shows results (clear focus/issues) Great planning & scheduled few probs. Some extra work seen	Proposal has compelling focus/issues. Scheduled/planned with no problems. Plenty of outside class work shown
<b>Analysis/ Evaluation</b>	Interpretation of subject shows poor action sequences with little conflict or thought to issues	Interpretation of subject shows good action sequences with some conflict & thought to issues. Informative.	Interpretation of subject shows fitting action sequences with clear conflict & thought to issues (it's interesting!)	Interpretation of subject shows fascinating action sequences with clear conflict & issues. Clear analysis of Eco policies.
<b>Production Planning/ Organization</b>	Schedule sometimes followed. Poor planning & disorganization	Scheduled followed but planning breaks down. Good communication but planning problems	Schedule & time management are well maintained. Great communication/plans	Production runs very smoothly due to extra planning, organization and realistic schedule
<b>Teamwork/ Work ethic</b>	Video crew sometimes works diligently but fools around. Subjects are uncooperative.	Video crew works diligently but some time wasted. Good communication so subjects cooperate	Video crew works diligently & no time wasted. Great communication so subjects contribute	Video crew works diligently & time used wisely. Excellent communication so everyone works well
<b>Videotaping Skills (&amp; transferring existing stock video)</b>	Camera shakes, some lighting problems, poor composition (choice of background). Technically flawed	Tripod always used, few lighting problems, Choice of background is good. Technical flaws rarely evident. Some STOCK & RAW video	Many creative camera angles movements. Videotaped skillfully (attention to lighting subject). Good STOCK & RAW video used	Creative camera angles movements add to narrative. Superior Videotape skills evident. Relevant STOCK & RAW video used
<b>Post-Production Technique:</b>	Problems transferring RAW/Stock video and using Video Editing software	Very few problems transferring RAW/Stock video and using Video Editing software. Good technique emerging	No problems transferring RAW/Stock video and using Video Editing software. Very good technique	Excellent RAW/STOCK video transferred with music tracks, and superior prep work. Advanced technique evident.
<b>Discretion/ Judgement</b>	Problems in deciding what shots should be kept or discarded	No problems deciding what shots should be kept. Good judgement	All shots add to the overall narrative but some superfluous shots	All shots contribute so imagery emerges & pacing is engaging
<b>Structure/ Objective:</b>	Action sequences or interview provide no conflict- little resolution	Action sequences or interview provide some conflict & some resolution	Action sequences or interview provide conflict, climax & clear resolution/facts	Action sequences or interview/compelling conflict, climax & fascinating resolution
<b>OVERALL</b>	Overall narrative is quite difficult to follow	Overall narrative begins to emerge with some digressions detracting	Overall narrative is clear. Pace is well maintained. Interesting	Overall narrative is very interesting. Outstanding video with all elements!