

## Audio/Video Unit

During this unit, you will be creating your own videos with a partner. There will be two different types of video to create. You may choose from the following:

instructional video	informing or teaching an audience about a process, a person or technique
analytical	analyzing movement, as in football where coaches use video to review plays or analyze the opposition
promotional	selling an idea, product or service
artistic	expressing an idea or personifying an abstract concept
entertainment	amusing an audience which includes plays, movies, family albums etc.
reporting	news, sports etc

Each assignment will be build your knowledge of planning and production skills to produce the short video segments including:

- ✓ create and use a story board
- ✓ demonstrate framing and focus skills
- ✓ use a variety of planned camera shots, movement and angles
- ✓ demonstrate camera cuts and transitions
- ✓ show effective use of lighting and audio
- ✓ successfully edit and produce a DVD of final product using computer and software
- ✓ complete a written critique about one of the projects
- ✓ complete a 250 word report (questions) to be given
- ✓ present the video to the class highlighting your work

### Written Critique

- Comment on how your idea for the video originated and your experience in creating a story board.
- Describe how you controlled the technical factors (light, sound, camera).
- How effectively does your technique complement the content /subject of your video?
- What would you do differently if you could reshoot the video?
- What techniques did you use to accentuate the subject matter and draw attention to it?
- How well did you communicate your message.
- What grade would you give yourself (out of ten) for this vide? Justify the mark given.

## Project #1 Design Brief

Topic: \_\_\_\_\_

Crew Members: \_\_\_\_\_

Location: \_\_\_\_\_

Paragraph describing the type of video, general description and the intended audience.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

Special equipment, props, costumes required: \_\_\_\_\_

---

Other students, staff members involved (cast): \_\_\_\_\_

---

Equipment to be used outside of class time (when, where, why): \_\_\_\_\_

---

Computer and Software for Editing (anything special?) \_\_\_\_\_

---

**Remember, Granny Myles would not be offended by your work.**