



## Editing Camera Shots

When finished videotaping, show your raw footage to the teacher, with a shot list of your best takes.

When your raw footage is approved, the teacher will sign the top part of your safety sheet.

You can then begin to edit them into the same order (as shown on this handout) using i-Movie software, with titles saying whose shots are being shown.

Each member must edit their own shots.

Shots 1-4 should be no longer than 4 seconds each and shots 5, 6 and 7 should have the preroll and enroll trimmed off.

All of your i-Movie clips in your clip bin should be named.

Save your i-Movie project into your group folder on the desktop with each member's edited shots back-to-back, separated by a title.

Export(Share) the final project as a Quicktime Movie(for the web) into your group folder.

Hand in your completed rubric, shot list and all safety forms.

It is also a good idea to back up your work either to your video camera or to the :H drive.

**\*Show the location of your group folder on the bottom of the rubric.**

When the teacher has signed the bottom part of your safety form, you are now trusted to use the camera and editing equipment on further projects.



**TECHNOLOGICAL EQUIPMENT SAFETY  
AND  
OPERATION FORM**

I, \_\_\_\_\_ have been instructed in the safe  
(student)  
practices and operating procedures of the video camera  
(equipment)  
on \_\_\_\_\_  
(date)

Teacher: \_\_\_\_\_ Student: \_\_\_\_\_

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# Camera Shots

include shot list and safety forms

## Video Production Evaluation

Groups Members: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Project Title: \_\_\_\_\_

#	Group Member	Work Contributed	Percentage of Work Done
#1			
#2			
#3			
#4			
#5			

### Video Production Rubric

Expectations/Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
<b>Application SPV.01</b> Uses knowledge of video equipment, procedures, and techniques to organize, direct, and control the production process	- participates in the organization, direction, and control of the production process to a <b>limited</b> extent	- participates in the organization, direction, and control of the production process to <b>some</b> extent	- participates in the organization, direction, and control of the production process to a <b>considerable</b> extent	- participates in the organization, direction, and control of the production process to a <b>thorough</b> extent
SPV.02 Uses knowledge of video equipment, procedures, and techniques to create meaningful video content	- uses knowledge to create video content with <b>limited</b> meaning	- uses knowledge to create video content with <b>some</b> meaning	- uses knowledge to create video content with <b>considerable</b> meaning	- uses knowledge to create video content with <b>high level</b> of meaning
SP1.02 Uses knowledge of video equipment, procedures, and techniques to effectively perform assigned production role	- performs assigned production role with <b>limited</b> effectiveness	- performs assigned production role with <b>some</b> effectiveness	- performs assigned production role with <b>considerable</b> effectiveness	- performs assigned production role with <b>high level</b> of effectiveness
SP1.03 Uses time-management and problem-solving skills in production and post-production situations	- <b>limited</b> use of time-management and problem-solving skills	- <b>some</b> use of time-management and problem-solving skills	- <b>considerable</b> use of time-management and problem-solving skills	- <b>thorough</b> use of time-management and problem-solving skills
SP2.03, SP2.07 Sets up, uses, and stores the necessary video, audio, and lighting components of a studio production system	- <b>limited</b> contribution to set-up of production system	- <b>some</b> contribution to set-up of production system	- <b>considerable</b> contribution to set-up of production system	- <b>high level</b> of contribution to set-up of production system
IC2.01 Applies safe work practices when handling equipment	- <b>minimal</b> application of safe work practices	- <b>some</b> application of safe work practices	- <b>considerable</b> application of safe work practices	- <b>thorough</b> application of safe work practices

File location: \_\_\_\_\_

Quicktime



## STUDENT PROJECT

## PREPRODUCTION OF TV COMMERCIAL

### DESCRIPTION OF COMPLETED PROJECT

The completed project will consist of a completed video proposal for a 30 second TV spot advertising either a common household product, or a local company or service. Companies (groups) are required to brainstorm for ideas then write a proposal including a script and storyboard, which must all be approved by the teacher before production can begin. The product or service you choose must first be approved by the teacher and must be something that could actually be brought into class or shot on-location. Companies are also permitted to create a 30 second PSA (public service announcement) either promoting or denouncing a particular issue (ie; anti-drug, gambling, smoking) or a commercial announcing a particular event which is going to take place.

The commercial can include music, text, graphics, animation and dialogue by actors or an announcer. **Commercials must be exactly 30 seconds** and should be planned that way during preproduction.

### METHOD

- 1) Decide on a product, service, company or public service issue as the topic for your commercial and get it approved by the teacher.
- 2) Do brainstorming to gain ideas for the angle your commercial will take (attach sheet).
- 3) Create a storyboard for your commercial containing all the necessary storyboard elements (ie; shot descriptions, audio and graphic info, camera and actor movements, etc.).  
Note: Storyboards must include at least one "**product shot**"-a static shot of the product by itself.
- 4) Take your completed storyboard and convert it into script format. Your script should match your storyboard, shot for shot, and **should contain a running time** (not shot lengths!). Scripts should be typed in either ~~Pagemaker~~ or Word Perfect. or Word.
- 5) Complete the proposal using the outline provided. Be very detailed and include any necessary consent or release forms. Proposals must be typed and must have a title page.

DATE DUE: \_\_\_\_\_

