

PROJECT 3

YOUR VIDEO PROJECT

INSTRUCTIONS



THIS is IT! The final amazingly fun and very educational project:
VIDEO pre-production, production and post-production and it's all
YOU!

Video Project Description



The project requires you to visualize, plan, shoot, edit, and mix a short video that develops the story, images and sounds that you created in your graphics project and enhances it with video.

Perhaps your graphics project wasn't something that you can actually shoot as a video...If so, then come up with a new video project idea and submit it to me via email by the end of this week. Perhaps you have a hobby that you enjoy or there is an event in the next 10 days that you can shoot and prepare for editing?

The project should be 90 - 120 seconds in length and is worth 50-pts

It is DUE AT THE END OF WEEK 17.

VIDEO PROJECT OBJECTIVES:

Plan and produce a short video. Experiment with motion photography and visual storytelling. Develop skill using the timeline-type of interface common to most video editing applications. Develop best practices in video editing file management. Use audio mixing techniques learned in previous projects. Demonstrate the ability to choose the correct digital production tools for the source footage and delivery format that you wish to use.

Sounds fun, right? OK, next pages show the process...

THE PROCESS

The project is divided into three assignments that you will complete during weeks 13, 14, 15, and 16 and due the final week, the 17th of the course. Each assignment has specific directions that you'll see when you click on it, but here is an overview:

PART ONE: PRE-PRODUCTION



This week's assignment Part One (Assignment Week 13) is to create a storyboard that integrates your graphics images and sounds and a shot sheet that is a list of the shot and their angles you are going to capture. (I have templates available on Insight. If your project is about something that you like to do, such as work on cars, you may want to set your topic up with a video of you talking to the camera in an appropriate location, like an auto shop. If you are working with a webcam and don't have that option, you could use yourself, friends/others to interview and even bring images or video in front of the camera to tell your story. When you know how your video is going to work in the finished project, you'll shoot it! (10-pts)

Part One DUE at the end of week 13 by 11:55p

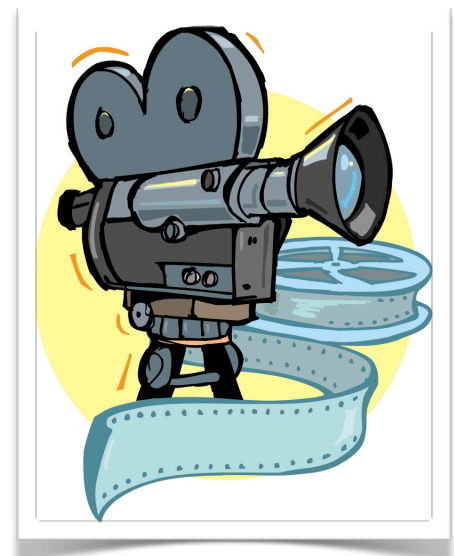


PART TWO: PRODUCTION



Part Two (Assignment Week 14) is to shoot the video footage for your project and assemble it together with your graphics and audio in whatever video editing software you have available to you. (examples: Apple's iMovie or Final Cut Express/Pro, Adobe Premiere Elements/Pro or Windows Live Movie Maker. There are many options.

The Production process is also called "video capture" or "principal filming". *This is where the details of your pre-production really pay off.* The better organized you are with your storyboard and shot list, the more focused you'll be during capture to get the very best video and audio. (20-pts)



One more page of final steps...

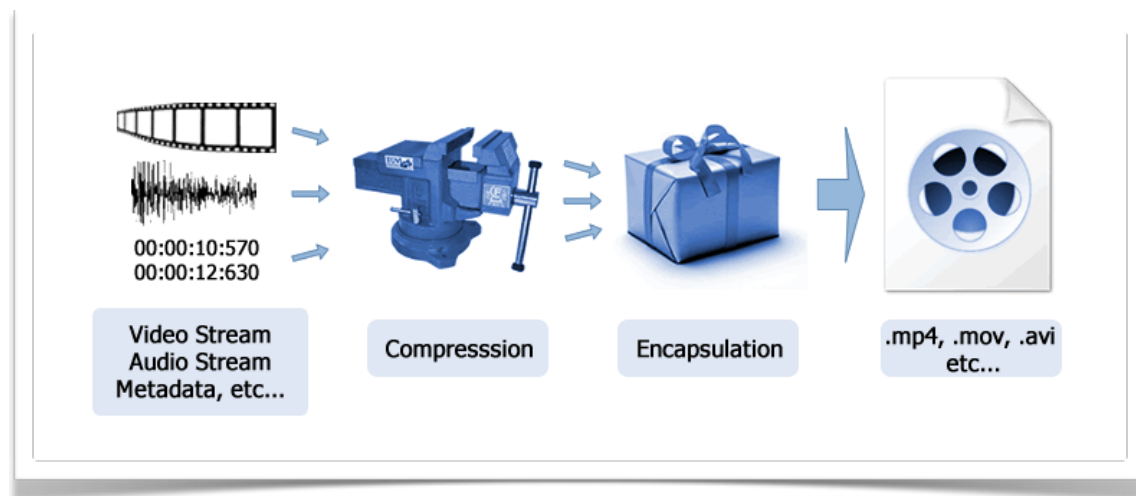
PART THREE: POST-PRODUCTION

The last step, Part Three (Assignment Week 15, 16, 17) is to edit, mix and export the various elements in your video editor timeline down to a video file that will finally be compressed into an MP4 that you will upload to Vimeo or YouTube using the title: 119_ your first name and last initial_Final Project (as in 119_JaneD_Final Project.mp4)

This naming convention is VERY IMPORTANT as you'll find that every project you do for someone, every studio you work for, every client you serve, will have a different naming convention that they would like for you to follow and it must be exactly to their specification.



ENCODING YOUR VIDEO



“Close the loop” and practice web distribution for your completed project by uploading the final edit to one of the popular video-sharing sites (Vimeo or Youtube) with good compression settings as well as succinct, substantial information and key words about the project.

Finally, find and use visibility settings to define who can see and find your videos. See the next page for what this all means... **Finally, you will email your link to the video to my email address with subject heading: [YourName]_119_FinalVideo**

BCST119 - FINAL PROJECT - VIDEO

1. To do this you will have to create an account or use an existing account (Google or Vimeo account) and upload an optimized version of the video.

How-to (Compression) links:

- A. Vimeo: [Compression settings for video](#)
 - B. Youtube:
 - a. [YT: Getting Started](#)
 - b. [Larry Jordan: Using Apple Compressor](#)
 - c. [YT: Simple Encoding Tips](#)
 - d. [YT: Supported Formats](#)
 - C. Optional Further reading: [here](#)
2. Include the following information in the video description and in the metadata tags:
 - a. Project name
 - b. Date
 - c. Length
 - d. Class & School
 - e. Summary
 - f. Notes/Special Thanks/Comments
 - g. Include min. of 5 tags/keywords with terms related to your projects
 - Vimeo: [Tags](#)
 - Youtube: Add below description or try their [keyword tool](#)
 3. You will be able to control settings about visibility (YT: public, only with link, or only with invite) or (Vimeo: Password) and be able to share the video easily with your subjects that have helped out and made time for your project time.
 - a. Vimeo: [Privacy](#) (navigate to Privacy)
 - b. Youtube: [Privacy](#) (private/unlisted/public)

Do you see why it's a good idea to get started on this asap? There is some work to be done here and it's not something you can do at the last minute. So, definitely start thinking about it now.

SAVE THIS PROJECT SHEET AS YOU'LL NEED THESE REFERENCE LINKS TIME AND AGAIN DURING YOUR CAREER AS A DIGITAL MEDIA CREATOR.