

Notes:

Short Film

Module code : ST6203 VAF
Target student : DDM1B, DCMD2B

Set by : Jennifer Ang

Assignment type : Groups of 4-5
Weighting : 40%
Due : Pitching: Week 7, Present final: Week 12

Introduction

The objective of this assignment is to get you familiarise with the fundamentals of creating a short video sequence. You will need to:

It is important that you think about how to **convey emotion** using a number of creative “levers”, for example:

- dialogue and storyline;
- camera angles used;
- light and shade;
- colours; and
- editing techniques.

Document your approach.

For submission purpose, you will have to output the edited video in compressed AVI/MOV and MPEG format.

Background

You are to produce a narrative video based on the story of your choice.

To ensure all key information is included in your video, it should be between 5-7 minutes in duration.

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Tasks

You will need to perform the following tasks in order to complete the assignment.

01. Identify a suitable idea

You must be very careful with your idea as this carries a significant weightage to your assignment.

02. Plan your sequence

To be able to put your thoughts in words and images is crucial in video production. It externalise your idea and prevents you from drifting away from your objective.

In order to optimise your time and resources, you must script and storyboard your plot before filming takes place. This includes the order of events in the video, scene arrangement, duration of each scene, cuts, narration, music, AV effects, etc.

Typically the storyboard at this point includes the key scenes of your plot, 12 frames should suffice, draw more if you think that it is necessary.

03. Apply your shooting and framing skills

Use what you have learned about framing and shooting and apply them to this assignment.

"It is not the eyes but the glance; not the lips, but the smile."
Saint Exupery

04. Assemble your footage

Include prominent slate, opening titles as well as ending credits. The ending credit includes your cast, acknowledgement for external footage, sponsors, lecturers and a copyright notice (download sample from Blackboard course site). ***You must credit all students, lecturers/instructors, supervisors, external parties who are involved in your assignment work.***

Your video must be within 5-7 minutes, including opening title and ending credits. Once you have finished editing, you are required to save the finished movie into the final formats.

When planning for a shoot, be aware that editing is a very time-consuming task, so avoid filming excessive footage. Also, do not film long and winding scenes that you may have a problem cutting it shorter later.

Remember to back up your work constantly as the video clips take up lots of hard disk space.

05. Document your work

You will also be graded on your documentation:

- title, theme and the running time of your production;
- plot and summary/treatment;
- **softcopy** of detailed storyboards

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- location, environment, props and costumes, etc;
- mood/style of the video and special camera techniques, camera angle, editing and effects you used to convey this mood/style;
- post production effects to enhance storytelling;
- how you overcome problems /difficulties;
- things you learnt from this exercise, how you overcome difficulties towards achieving your goal;
- how you would like to improve on if you are given a chance to so;
- Half-page **personal** learning journal from each member.

The above are just suggestions! Feel free to include other things.

Loan of video equipments

Effective time planning is essential in video production. All equipments loans are up to a maximum of 3-days at any one time and subject to availability. Loans cannot be renewed, please get your lecturers to endorse on a fresh loan form for the loan of video equipments.

Late-submission and penalty

The assignment is due on a weekday. Having class is NOT an excuse for late submission. The penalty for late submission is 5% per day or part thereof. In order to avoid late-submission penalty, all submissions must reach your lecturers by submission time.

Please ensure that your submission is virus-free, otherwise you will be graded zero for the whole assignment.

Deliverables

The deliverables for this submission are:

01. the video in the required formats;
02. group & individual reports;
03. peer-to-peer evaluation form; and
04. in-class presentation.

Please ensure that your video works on devices other than the one you used to create them.

Note

01. All footages, visuals and audio must be original. Look at the stock audio/music libraries in IRC if you have problem creating your own.
02. Always keep a backup copy of the assignments/ submissions with you for future reference throughout the entire assignment.
03. Use of Adobe After Effects is prohibited in all assignments for this module.

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Grading criteria

For this assignment you will be graded on the quality of the finished video as well as the reflection report:

- originality and creativity of your approach;
 - story/theme idea
 - method of presentation
 - choice of location
- plot and storyline;
 - message
 - relevancy
- quality of the imagery produced;
 - camera's movement and stability
 - footage's clarity
 - composition
 - colour and contrast
 - context
- quality of edit performed;
 - shot selection
 - types of cut
- appropriate use of titles, transitions, sound;
- video length;
- compression vs. quality of the movie;
- personal effort and research.