

Notes:

Promotional Video

Module code : ST6203 VAF

Target student : DDM1B

Set by : Jennifer Ang

Assignment type : Paired

Weighting : 40%

Due : Pitching: Week 13, Present final: Week 17

Introduction

This assignment requires you to produce a **3-minute video + a 30-second cut**.

You should seek to promote a positive image of your subject, using a number of techniques, for example:

- re-enactment;
- interviews / testimonials;
- demonstrations;
- music / sound effects;
- fast cuts;

It is important that you think about how you **convey meaning** and document your approach.

You need to export the final work into good quality Web video. The choice of compression codec is up to you but it must be **for the WWW**.

Finally, you may want to think about how to package your work.

Notes:

Background

Produce a promotional video for a community or charity organisation.

Your video must be informational for the general public. It must create impact. You should also include titles and credits in your video where appropriate.

It is important that you produce this as a promotional video, not a commercial. You must state the facts, not to exaggerate; be straight to the point, don't let viewer guess.

Technical specifications

You are encouraged to be creative with your content. At the same time, you must also conform to the technical specifications listed below:

01. End product : Group identity;
Opening title and end credits;
Suitable subtitles and transitions;
Audio and sound effects.
02. Length : 3 minutes, 30 seconds.

Tasks

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

01. Decide on an idea

Your main objective is to capture the audience's attention. You can do this by developing an original theme and a unique presentation method, e.g. puppet show, wireman, silhouette, paper-cutting, etc.

02. Apply directing and filming skills to tell your story

Your final 3-minute video for this assignment should be of at least 10 different camera set-ups (camera angle/movement/position/scenes) and still images where appropriate.

In the 30-second cut, maximum time for each shot is 5 seconds. The cut must convey a complete idea, you will be penalised for putting together shots meaninglessly.

03. Manage your footage

It is important that you shoot what it is required to your story and nothing else. Therefore, plan well before you shot. Avoid shooting long sequences if necessary as you may find it hard to cut it shorter later during post-production.

Backup your works all the time and be extremely selective with your footages.

04. Output the video

You are required to submit your video in the appropriate formats.

05. Design and packaging (optional)

Notes:

This is an optional item. You can choose to design and package the video, bonus marks will be awarded for your effort.

The objective of this item is to make you aware of the importance of packaging a piece of audio-visual works and creative packages around when you are researching for ideas.

The theme of the packaging is accordance to your video. You are encouraged to think out of the box and avoid cliché designs.

06. Documentation of your work

Same as previous assignment.

Loan of video equipments

Same as previous assignment.

Deliverables

The deliverables for this assignment are:

01. as previous assignment; and
02. optional packaging.

Late-submission and other penalties

Same as previous assignment.

Grading criteria

You will be graded on the quality of the finished videos as well as the documentation.

For video:

- Originality/creativity of your video presentation;
- How interesting the video is;
- How informative the video is;
- Video length;
 - One mark will be deducted for every ten seconds (or part thereof) over or under run.
- Quality of the imagery and audio (jerkiness, incorrect shot selection or camera movement, bad sound, inappropriate music, etc.);
- Editing technique and skills applied;
- Overall look and feel of the video.

For documentation:

- Easy to understand and relate to your storyboard;
- A good and clear account of your experience in the assignment.