
Video Project

Purpose

The purpose of this assignment is for you to create a short video utilizing video capture equipment and video editing software.

Assignment

This lab is designed for teams to collaborate and create a short public service announcement (PSA) video. This will require each team to utilize video cameras and post-production software to produce the final PSA.

Directions

To complete this lab, you will need to:

1. Create a 3-5 minute PSA focusing on a topic of your choice. The final video should be based on previous video assignments (video proposal and video storyboard). The video should indicate your team number and team member names.
2. Your video should include the following elements:
 - a. Original video shot by members of your team
 - b. A text-overlay or text composite of some sort. For example, the name of someone in the PSA appearing in the lower third of the screen for a few moments to inform the audience of the specific person's name and role.
 - c. A voiceover. This is a technique where someone is speaking over the video, like a narrator of sorts. An example could be a moving shot of College Avenue, and someone speaking in the background about the various hotspots for lunch.
 - d. Music. This can be in the form of a short introduction or wrap-up music clip, or background music for a specific scene.
 - e. Credits. At the end of the PSA, credits should appear indicating everyone in your team and associated roles as well as any external team members who participated in the project (as extras or assisting in video shoots, editing, etc).
3. The final video should be turned in to the instructor on a CD. The CD version should be the highest possible video quality you can achieve (any format that will work in Quicktime is acceptable, PLEASE TEST THIS).
4. The final video should feature appropriate content. The target audience for the PSA consists of incoming students, but the video should also be appropriate to show to other IST faculty as well as faculty outside IST. This means no swearing, inappropriate jokes or comments, etc. Points will be deducted for inappropriate language or comments within the video.

Grading Rubric

Checklist	Possible Points	Points Scored
Video meets the required time constraints of the assignment (3-5 minutes).	10	
Video includes at least 1 text overlay or composite.	10	
Video includes some form of music (intro, outro, background, etc).	10	
Video includes a list of credits at the end.	10	
Video includes at least one voiceover.	10	
Video turned in on time and in a format that works with the latest version of Quicktime.	10	
Total	60	

Comments: