

AV PRODUCTION 1

COM 2115

You will create a folder called **AV Production 1** on your **Student** folder on the **Media Server**. Save all your work for this module in that folder.

Assignment 1 – Commercial/Infomercial/Public Service Announcement

1. Using the software, Celtx or Word, write a script for a **one minute** commercial or public service announcement. Discuss your idea with your instructor prior to starting.
2. Create a storyboard for the script you have created. You will find storyboard paper in the Student Data folder. Print what you will require.
3. **Have the script and storyboard approved by the teacher.** No camera equipment will be issued without completion of an acceptable script and storyboard.
4. Film the video, adhering strictly to the shooting script. **Productions that vary greatly from the script will NOT be graded!**
5. Use the video editor to edit the video to a finished product and add any necessary music or audio. You may use any editing software you feel comfortable with.

Evaluation Criteria

- ✓ Script
- ✓ Storyboard
- ✓ Composition of video
- ✓ Editing
- ✓ Effectiveness of advertising technique

Assignment 2 – Project

Your assignment is to produce at least a 3 minute or more movie/video.

Your video/movie must include appropriate costumes and props for each scene. It must also have various **lighting techniques** and **camera angles**, as well as **a soundtrack**.

The following are some possible ideas:

1. Instructional Video
 1. Your video must include:
 - ✓ actual demonstration of the task
 - ✓ genuine instructions to accomplish a specific task
 - ✓ 2 diagrams to illustrate techniques being taught
 - ✓ 1 chart summarizing the steps shown
 2. A spoof of an action adventure or horror movie (eg. Indiana Jones, Scream, etc.)

- The spoof must include genuine scenes from the original movie presented in a humorous manner and 3 proper stage fighting scenes.
3. A fairy tale (eg. Goldilocks and the Three Bears, The Three Little Pigs, etc).
 - The fairy tale must include genuine scenes and dialogue from the story.
 4. A children's show (eg. Sesame Street, Barney, Blue's Clues, The Wiggles, Dora the Explorer, etc).
 - A children's show must include activities similar to what would be seen on the actual show (eg. puppet show, magic trick, crafts, song and dance number, special guest, story reading, etc).
 5. Other ideas approved by your instructor.

1. Using Celtx or Word, write a script for the entire video. The script must include a beginning, middle and end.
2. Write a storyboard for the entire movie. Illustrations for the storyboard must be done on the appropriate paper (provided in the Student Data folder). One illustration must be done for each scene of the movie. As well, the storyboard must include the scene number, scene time and total time of the movie at that point. Special effects, sound effects, music used and camera angles must also be specified on the storyboard.
3. **Your script and storyboard must be approved by your teacher. No camera equipment will be issued until these items have been approved.**
4. Film your video. Remember that you must stick to your shooting script while filming the video. It is not permissible for you to make up the script as you are filming.
5. Edit your video on the video editor. Add a title screen to the beginning and a credits screen to the end. Also, add any music, audio effects, transitions and video effects to the movie.

Evaluation Criteria

- | | |
|-----------------|-----------------|
| ✓ Script | ✓ Camera Angles |
| ✓ Storyboard | ✓ Lighting |
| ✓ Title/Credits | ✓ Editing |
| ✓ Composition | |

You must complete an **Employability Skills Self-Assessment** and a **Personal Inventory** once you have completed all of the assignments in this module. Please ask your instructor for copies of these.

COM 2115 AV Production 1

MODULE CHECKLIST

1 minute commercial containing all requirements listed in assignment outline	
10-15 minute video containing all requirements listed in assignment outline	
All videos exported as movie files and saved in your folder on the Media Server	
Storyboards, scripts and shot lists handed in	
CTS Employability Attitudes Self Assessment completed	
Personal Inventory completed	