



Unit #3 – Film Project
ASM30 – Media Arts, Grade 11

Project Description:

- In this major project students will work in groups of 5 or 6 to plan, edit and produce a 15 minute long video and/or audio production
- You will have the majority of class time from now until the end of the term to work on this project, but be forewarned to stay on task!

Materials:

You will have access to the following materials:

- Windows Movie Maker
- Adobe Premiere Pro CS4 video editing software
- Digital video cameras
- Tripods (must use!)
- External microphones
- Portable green screen
- video editing lab room
- audio editing lab room
- main studio (with green screen wall)
- lighting equipment

Project Suggestions:

- *Music video*
- *News program*
- *Radio or television advertisement*
- *Documentary*
- *Educational Video*
- *WSIB Student Video Contest*
- *Short film*
- *Comedy skit*
- *Video demo tape*
- *Claymation or stop motion video*
- *Ontario Mining Association Video Contest*
- *Any other topic approved by teacher*

Specifications that must be adhered to:

- Length of production must be a **minimum of 15 minutes** and **not exceed 30 minutes**
- Groups cannot exceed **six** members
- Group members must contribute **equally** to the project outcome
- All Communication Technology **equipment may not leave the school property**

Deliverables, Due Dates and Marking Scheme:

Deliverable	Description	Due Date	Marks
Initial Proposal	<ul style="list-style-type: none">• Create an initial proposal of your idea, with a clear statement of your ideas and the scope for your project (handout attached)• Clear your idea with the teacher before dedicating too much time in your program• Your proposal must include...<ul style="list-style-type: none">○ The production name○ A description of the production topic○ Include a detailed explanation of what you plan to do	Monday, October 12	/10
Story Board	<ul style="list-style-type: none">• Thumbnail sketches of important scenes and occurrences in your production (use template provided)	Wednesday, October 14	/10
Final Submission	<ul style="list-style-type: none">• A DVD or CD copy of your video or audio production• All previously submitted planning material	Friday, October 23	/80
Total			/100

Audio/Video Project Marking Scheme

Name:					
CATEGORY	4	3	2	1	Score
Initial Proposal (Communication)					
Content	Demonstrates extensive ability when describing ideas and scope of project.	Demonstrates considerable ability when describing ideas and scope of project.	Demonstrates some ability when describing ideas and scope of project.	Demonstrates limited ability when describing ideas and scope of project.	/5
Spelling & Grammar	No spelling or grammar errors in the proposal.	No more than a 1-2 spelling/grammar errors in the proposal.	No more than 3 spelling/grammar errors in the proposal.	Several spelling or grammar errors in the proposal.	/5
Communication Total					/10
Story Board (Thinking and Inquiry)					
Content	Demonstrates extensive ability when developing storyboard.	Demonstrates considerable ability when developing storyboard.	Demonstrates some ability when developing storyboard.	Demonstrates limited ability when developing storyboard.	/5
Completeness	Storyboard depicts the finished product with thorough accuracy.	Storyboard depicts the finished product with considerable accuracy.	Storyboard depicts the finished product with some accuracy.	Storyboard depicts the finished product with limited accuracy.	/5
Thinking and Inquiry Total					/10
Theory (Knowledge and Understanding)					
Audio/Video Techniques	Production depicts thorough understanding of audio/video techniques.	Production depicts considerable understanding of audio/video techniques.	Production depicts some understanding of audio/video techniques.	Production depicts limited understanding of audio/video techniques.	/10
Audio/Video Editing	Production depicts thorough understanding of audio/video editing skills.	Production depicts considerable understanding of audio/video editing skills.	Production depicts some understanding of audio/video editing skills.	Production depicts limited understanding of audio/video editing skills.	/10
Knowledge and Understanding Total					/20
Final Production (Application)					
Teamwork	Students meet and discuss regularly. All students contribute to the discussion and all are listened to respectfully. All team members contribute a fair share of the work.	Students meet and discuss regularly. Most students contribute to the discussion and are listened to respectfully. All team members contribute a fair share of the work.	A couple of team meetings are held. Most students contribute to the discussion and are listened to respectfully. All team members contribute a fair share of the work.	Meetings are not held AND/OR some team members do not contribute a fair share of the work.	/10
Concept	Team has a clear picture of what they are trying to achieve. Each member can describe what they are trying to do and generally how his/her work will contribute to the final product.	Team has a fairly clear picture of what they are trying to achieve. Each member can describe what they are trying to do overall but has trouble describing how his/her work will contribute.	Team has brainstormed their concept, but no clear focus has emerged for the team. Team members may describe the goals/final product differently.	Team has spent little effort on brainstorming and refining a concept. Team members are unclear on the goals and how their contributions will help them reach the goal.	/10

Equipment Preparation	All necessary equipment/supplies are located and scheduled well in advance. All equipment (sound, light, video) is checked the day before the shoot to ensure it is operational. A backup plan is developed to cover possible problems with power, light, etc.	All necessary equipment/supplies are located and scheduled a few days in advance. All equipment (sound, light, video) are checked the day before the shoot to ensure they are operational. A backup plan is developed.	On the day of the shoot, all necessary equipment/supplies are located and checked to ensure they are operational. There may or may not be a backup plan.	Needed supplies/equipment are missing OR were not checked before the shoot.	/10
Lighting Setup	Additional lighting has been used to eliminate shadows and glares. Cameras are set to the appropriate light level.	Additional lighting has been used, but may not be set up optimally. Cameras are set to the appropriate light level.	Cameras are set to appropriate light level, but no additional lighting was used when needed.	Cameras are not set to appropriate light level. Additional lighting may, or may not, be used.	/10
Sound Setup	Microphones are positioned optimally to ensure that important sounds and dialogue are captured. The team has made every attempt to anticipate and filter out unwanted ambient noise in the recording.	Microphones are positioned optimally to ensure that important sounds and dialogue are captured.	At least one microphone (in addition to that on the camera) is used to ensure that dialogue is captured.	Little attention was paid to ensuring quality sound during the shoot.	/10
Overall Video Quality	Aspects of overall video quality such as camera steadiness, lighting, sound layering, focus and scene composition were considered and applied with thorough effectiveness.	Aspects of overall video quality such as camera steadiness, lighting, sound layering, focus and scene composition were considered and applied with considerable effectiveness.	Aspects of overall video quality such as camera steadiness, lighting, sound layering, focus and scene composition were considered and applied with some effectiveness.	Aspects of overall video quality such as camera steadiness, lighting, sound layering, focus and scene composition were considered and applied with limited effectiveness.	/10
Application Total					/60

Project Total		/100
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Comments:

