



Unit #4 – Multimedia – Flash Music Video Project
ASM30 – Media Arts, Grade 11

Project Description:

- **Adobe Flash CS4** is an authoring tool used for producing high-impact Web experiences.
- In this project you will create a **Flash Music Video**.
- The **Music Video** must be a minimum length of **3 minutes** (2160+ frames at 12 fps).
- The **Flash Music Video** should demonstrate knowledge of **all Flash techniques learned in this course**.

Materials:

You will have access to the following materials:

- Adobe Flash CS4
- Photoshop Elements (needed for any image design and other graphic design work)
- digital cameras (if you wish to use any still photography)
- sound recording equipment (you may want to record custom sound, etc.)

Flash Music Video Examples:

- *A music video for one of your favourite songs*
- *A montage of Flash animations put to music*
- *Patrick Fogarty song video*
- *Other ideas, let me know...*

Specifications:

The following specifications must be met:

1. The **total timeline** in your flash production must be **at least 3 minutes (180 seconds)** (2160+ frames at 12 fps) in duration.
2. Your stage must have dimensions of **750 pixels by 550 pixels** and run at least **12 frames per second** (set this up in the beginning).
3. **One Main Introduction/Home Screen**
 - this will be the entry screen for your **music video**
4. **Credit Screen**
 - credit yourself - **your name**
 - credit others - **sound, music** or **images** you used from other people or sources
5. You need to design and display an **original logo** for the band in the **music video**.
6. Try your best to synchronize animation events with the beat of the music.

Flash Components that need to be included:

- **Flash drawn objects** and **symbols** (original)
- **Text objects** and **animation** (original)
- **Frame by Frame animation** technique
- **Motion Tween** technique
- Incorporation of **sound** and **music**

For Submission:

Please submit your final portfolio package with the following items for evaluation on the due date provided:

1. Your **design brief**, (see attached handout).
2. Your **FINAL Flash Movie**. The **FLA** and the rendered **SWF** file (name as “yourname fla”).

Deliverables, Due Dates and Marking Scheme:			
Deliverable	Description	Due Date	Marks
Design Brief (Communication)	A one page written description of the chosen music video, your plan of attack and timeline, etc. (see handout).	Wednesday, November 18	/10
Theory (Knowledge & Understanding)	Evaluation ongoing as project progresses Adobe CS4 knowledge and techniques, etc.	Ongoing	/25
Final Portfolio Due	Final Project marked with attached Rubric.	Thursday, December 3	/65
Screening Day	We will view each student's Music Video on this day.	Friday, December 4	Total /100

Final Flash Music Video Marking Scheme	
Name:	
Communication	
Design Brief	
A written description of the chosen music video, plan of attack, and rough timeline	/5
Grammar and Spelling	/5
Spelling and Grammar	
Spelling and grammar were checked throughout the video	/5
Communication Total	/15
Thinking and Inquiry	
Color/ Design	
Colors are consistent on each page	/4
Background is appropriate and not distracting from the content	/4
The video makes use of consistent conventions from screen to screen (slide to slide) like logos, positioning on the page, etc.	/5
The animations show evidence of creativity and originality in the visual design and layout	/5
Readability and legibility guidelines are followed (i.e. sufficient tone contrast between text and background, font size, doesn't use all caps, etc)	/2
Band Logo Design	
The logo is an well designed graphic	/5
Thinking and Inquiry Total	/25

Knowledge and Understanding	
General Organization	
All files used to create the portfolio are stored in network folder	/2
The Flash files (FLA and SWF) are placed in the folder with your first initial, last name	/2
Layers and Library	
Each layer is named with a descriptive name	/2
All symbols are organized and named in the library with descriptive names	/2
Tweens Used	
Frame by Frame animation technique used effectively	/9
Guided Motion Tween technique used effectively	/8
Knowledge and Understanding Total	/25
Application	
Introduction/Home Screen	
Introduction statement or description is included	/4
Animation	
An animation is included in the video	/2
Animations are well thought out, creative, and add to the interest of the video	/5
Animations function properly and stop when appropriate (not looping)	/3
Credits Screen	
All external media sources are credited properly	/5
You have credited yourself with the various aspects of the productions creation	/2
Titles and Text	
The titles are the appropriate size in the video	/3
The text is easy to read and the colors are consistent with the video color scheme	/3
Graphics	
All graphics appropriate resolution	/4
The use of graphics and icons contribute to overall aesthetic quality of the video	/4
Application Total	/35
Project Total	/100
Comments:	

