

# Video Production Activity Guide

## Objectives

*In this unit, students will:*

1. List and describe the fundamental objectives of video production from historical to contemporary practices.
2. Identify the major components of a video editing system and demonstrate correct operation of the equipment.
3. Provide rationale for pre-planning and scripting and use a formal system of organization for video production.
4. Write and develop a shooting script for a newscast and a commercial.
5. Produce and edit the newscast and commercial using the developed script.
6. Demonstrate ability to export completed project to vhs tape.

Day #	Activity #	Activity Description	Type of Activity
1	1	<b>How to Use the Camera</b> Learn how to operate the digital video production equipment. Discuss with instructor	Video
2	1	<b>Researching Commercials</b> Investigate how businesses use advertisements to communicate their message to consumers. Worksheet on commercials.	Project
3	1	<b>Script/Storyboard Development</b> Develop a script and a storyboard for your commercial that will be recorded later in the unit	Project
3	2	<b>Reporting the News</b> Write news stories for your recording; may include local or national news, current events and school news.	Project
4	1	<b>Commercial/Newscast Filming</b> Rehearse your newscast and commercials and tape them.	Project
5	1	<b>Moving Images</b> Explore moving images; the magical world of film and television will come to life. Write in journal.	Internet
5	2	<b>Narrative Writing activity/on-screen multiple-choice test</b> Develop a plan describing a storyboard that could accommodate the existing script.	Test
6	1	<b>Project Editing and Assembling</b> Use the iMac to edit and assemble your video	Project
7	1	<b>Special Effects and Uploading iMovie to VHS tape</b> Create special effects such as titles and transitions. The final step of your video production is putting it on a standard VHS tape	Project
8	1	<b>American Film Institute</b> Explore this site and write in journal	Internet
9	1	<b>MotionMasters</b> Explore this site and write in journal	Internet
10	1	<b>Design Brief</b>	Project
10	2	<b>Persuasive Writing activity/on-screen multiple-choice test</b> Justify the steps you used to solve the Design Brief. Write a description of your video production and the use of special effects.	Test

### NOTE:

- A remote control for the TV/ VCR is a must for selecting input devices.
- Always have plenty of blank tapes available – both VHS and DV format.
- Keep the battery charged for those students who wish to do mobile reporting.