

Digital Media I Video Project

Once your audio is completed, students will team up with their seating row to create a production team. As a team, you will use the video procedures to complete your Audio/Video Project.

You will determine the target audience, the relevance of the audio to the video, coordinate your equipment needs and turn in a storyboard and script to Mrs. Whitley prior to taping.

Once your storyboard and script are approved, you must complete and turn in the production list that will alert me to your schedule of taping and editing dates. Once this is approved, you may begin taping.

Please remember to allow for absences of your team members, weather delays, testing, anything that could delay your production and drive your cost up.

When you have completed editing and are ready to finalize, let Mrs. Whitley know so she can give you a DVD to burn. We will present the projects to the class.

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Production Phases

DM I 106.00 Video

Essential Question: Why is sequence shooting better than scene by scene shooting?

There are three phases to producing a video /film /documentary / sitcom / commercial. The only thing that changes is the script and the length. The phases remain the same for whether it's a :60 commercial or a full length movie.

Each phase must be approved by me, the Executive Producer. Then you may move on to the next phase. Keep in mind that if it can go wrong it will, so plan accordingly. Also, sequence shooting is best and you can tell me why it is better after you finish the video.

There are 7 members in your crew. Choose a director, camera person, floor manager, sound technician, editor, and production assistant. Of course, you will need actors, so your crew will double as actors as well.

Follow the chain of command to resolve problems. Everyone answers to the director, then floor manager, camera person, sound technician, editor and production assistant.

Pre-production	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Determine purpose Determine target audience Use storyboard Write script						
Production	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Set-up equipment Record footage Save & organize						
Post-production	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Import footage into editing software Edit & assemble Optimize and export						

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Production List

Day	Equipment	When	Where	Props	Costumes	Editing
1						
2						
3						
4						
5						