

Thank You!!

Objective: Create a video expressing gratitude to someone or a group of people.

The video should be no longer than 2:00 and upon completion you will present the video to the subject.

Procedure:

- Pick a person or people in your life that you want to thank.
- Brainstorm ways to execute your message.
- Write a script or storyboard your video.
- Film yourself on camera or voice track a message.
- Find a song to pair with your video. Lay the song audio under your narration.
- Create a shot list to organize your video recording process.
- Gather videos and photos from past memories to use in your video.
- Film a portion of your own footage.
- Video clips must match the theme of the poem.
- Coordinate video clips with your thank you message.
- Use various editing features to enhance the look and feel of your poem. Ie. color correction, slow motion, etc.
- Video and audio should enhance the thank you message.

Guidelines:

- Video is between 1:00 and 2:00 minutes.
- At least 30 seconds of the video must be you talking/narrating a personalized message to your subject.
- Vertical footage must include blurred background. No black frames on the sides.
- Photos need minimal movement.
- Include intro and exit slide.
- No unintentional shaky footage.
- Audio levels should be at -6.

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- Title slides throughout are optional.
- Color correction and other effects are optional, but encouraged.
- Must be school appropriate.
- Background music enhances the message of the film.
- Music does not overpower the narrating.
- Video is exported in HD 1080p 29.97
- Video is copied to the FINALS folder on time.

				Comments
Plot	Video does not flow, makes little sense and/or the music is distracting. Purpose is not established. 2	Over half of the video flows, makes sense, some distractions, purpose is established 3	The video flows and makes sense. No distractions. Purpose is clear and appropriate 5	
Music/Audio	Song is not appropriate. Audio levels are too high or low. 3	Song is mostly appropriate. Good audio levels. Transitions are smooth. 4	Song is appropriate. Good transitions. Near perfect audio levels. 5	
Camera Shots	The video displays little thought into shot composition and/or sound design and editing. Lacks direction, no focus, etc. 3	The video mostly uses shot composition and editing choices well. Lacks a few key areas that could easily be improved. (sloppy camera position, shaky zoom ins, shots out of focus, bad cuts, etc.) 4	The video effectively uses good camera shots and angles with appropriate editing of a commercial to successfully communicate the purpose to the target audience. (No shaky zoom ins) 5	
Time	Video is under 1:30 minutes or over 2:00 minutes 2		Video is between 1:30-2:00 minutes 5	
Editing	Editing is sloppy and distracts from the flow of the commercial. Too 2	Most of the video is edited effectively. Some clips do not flow. Few jump 3	Video is edited in an effective and proper manner so that the video is easy to 5	

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	many transitions. Jump cuts. Clips are not trimmed. Music is not edited to fit scenes. Audio levels are too high or too low. 5	cuts. Most music is edited to fit the film. Audio levels don't exceed -6 on most of the video. 7	understand from shot to shot. Music, sound, transitions, and effects are purposeful and effective. They enhance content not distract. No jump cuts. Clips are trimmed 10	
Creativity/Originality	Video is a rehash of other people's ideas and/or dialog and shows very little attempt at original thought. The video shows very little effort and creativity during the presentation; lack of focus during preparation and filming. 3	Video shows an attempt at originality and inventiveness in part of the presentation. The video shows some effort and creativity during the presentation; lack focus during preparation and filming. 5	Video shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way. The video shows high levels of effort and creativity during preparation and filming. 7	
Text (grammar, spelling, punctuation)	Multiple grammar, spelling or punctuation mistakes. Hard to find final video. Not in correct folder. 1	Few grammar, spelling or punctuation mistakes. Saved in your folder, but not sub folder of Personal Narrative 3	No grammar, spelling or punctuation mistakes. Saved in the correct folder. 5	
Effort/time management	Did not use class time well. Did not put effort into the video making process. Was absent more than 3 times during filming. Rush a bad video at the end. 3	Used class time well some of the time. Contributed a few ideas to the group. Absent twice during production. Exported the video with obvious mistakes. 5	Used class time well. Was an active member of the group. Was present for all days of production. Proofed the video before it was exported. Tried. 10	
			Score	/52

Comments:

