Digital Media Arts 1: Photography & Imaging, Graphic Design & Short Video Production

Independent Short Film

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OBJECTIVE: Create a 30"- 2 minute video. It can be a short music video, a PSA-Public Service Announcement, commercial, teach a short math, science, or history lesson, or a scene based on a book you’ve read.

You can use: Adobe Animate Animation, Stop Motion, Live Action video, Machinima or a combination.

INCLUDE: At least 10 video clips, at least 5 camera angles, an original song, GarageBand soundtrack, or a song you like, a creative Title with a fade, color grade each clip, credits at the end, fade the soundtrack and video at the end.

BASIC RUBRIC: By putting in effort and including all of the elements above you can earn a B, 80-89%, to earn the other 1-11% and get an A, your creativity and originality will need to be evident, clearly seen.

VIDEO PRODUCTION REQUIREMENTS:

PRE-PRODUCTION: Planning done before the start of filming. (1 Periods)

1. Form a production team of one or two people

2. In Google Docs, write about a 2 sentence Story Outline/ Plot Summary and Shot List for your short video
   a. Save the Document as DMA?_ShortFilm_LastNames
   b. Share document with vcampi@champscharter.org
   c. Put the Title and Team Member Names
   d. Below the story outline, use a numbered list to write a list of the camera angles, your shot list, in the order you’re going use them.

3. Camera Angles to include: Use a tripod when shooting video

   Wide Establishing Shot
   Over-the-shoulder Shot
   High & Low POV or Waist level
   Medium Shots with Leading Lines
   Medium Shot
   Close-up and Extreme Close-up Shots
   Table Height Medium Shots
   An Optional: Dolly Shot

Shot List Example:

• Open with a low POV wide shot looking down the hall
• Cut to a extreme close-up of her eyes shifting
• Pan over to his face
PRODUCTION:

4. If you need actors, it’s better to use people in our class, because they are here more often.

5. Film your movie: **Principal Photography:** The filming of the main part of a movie which involves the lead actors.
   
   a. If your using camera sound, have the camera about an arms length from person speaking
   b. Use your Shot List as a check off sheet and shooting guide

6. Take some high resolution production still photos of important scenes and behind the scenes during shooting for your.

7. During editing, Members who are not editing will:
   
   a. Create an audio track with music and sound effects
   b. Use some of the production still photos, to create a 16 X 9 First Frame Video Title Frame
   c. Use the one you made or create a new Adobe Animate animated production logo

**VIDEO TITLE FRAME (Movie Poster)**

While one team member is editing the commercial the other is using Photoshop to create a Video Title Frame.


![New Document Settings](image)

Elements to include in Video Title Frame:

8. The title, in all caps, use a decorative font that reflects the personality of the commercial

9. Along the top, in all caps, use Helvetica Regular or Bold for the names of the primary actors or band
   
   a. A catch phrase

10. Near the bottom use Helvetica Neue-Light for one or more of the following Production credits: written by, performed by, directed by, animated by, etc...

11. Use the Grid to align text and don’t let it get too close to or touch the edge

12. Be creative