

**Valley Middle School**  
***Video Editing***  
Mr. Podmers, Room TTC Lab

**Commercial Video (45 seconds to 1 minute long)**

**Project:**

*Students will work in a group of 1 to 3 to create a 45 second to 1 minute commercial.*

**Project Steps:**

1. **Planning:** Storyboard and script. Students create a storyboard explaining the scenes and then write the script to go along with each scene. You also need a TAGLINE or SLOGAN that is ORIGINAL. Get okayed by instructor before starting production of video.
2. **Film/Video:** Commercial must include video that YOU filmed with at least 6 different shot types. You can also use YouTube video SUBCLIPS, still photos, etc.
3. **Video Editing:** Include at least one special effect (reverse, slo-mo, distort, etc.), transitions, fading in and out of video at start and end, title, and credits.
6. **Music, Sound Effects, Soundtrack:** Include at least one music track that YOU have developed in Garage Band. Sound effects, and other songs from iTunes, YouTube, etc, maybe included along WITH your personally developed track.
7. **Export:** Export from iMovie as a MP4 (File: Share: File).

**Professional terms to use in shot descriptions:**

Zoom-To magnify in or out.

Pan-To rotate the camera side to side.

Tilt-To rotate the camera up or down.

Fixed-The camera does not move.

Follow-The camera moves with the action of the shot.

WS-Wide shot (Full Body).

MS-Medium shot (Head and shoulders).

CU-Close Up (Face).

ECU-Extreme Close Up (Eyeball).

**TIP:** Professional movie-makers will not repeat two shot styles in a row. Every shot should be different than the last...think creatively!

## Grading Sheet for Commercial Video

*Storyboard* is complete with sketches/ makes sense \_\_\_\_\_/6

**The above must be graded before moving on!**

*Tagline/ Slogan:* Creative and grabs the viewer's attention \_\_\_\_\_/4

*Structure:* Organized, flows logically, changes the screen image or audio regularly to engage viewers (Uses different shots frequently & never twice in a row) \_\_\_\_\_/10

*Shots:* Video uses at least 6 shots filmed by producer (you the student) \_\_\_\_\_/12

*Editing of clips:* (video sub clips, still photos, YouTube sub clips) is clean and looks professionally edited \_\_\_\_\_/10

*Transitions:* used between clips where necessary Fades in at start, out at end (MUST have title screen and credits) \_\_\_\_\_/6

*Audio:* High quality sound that adds to the overall Mood/feel of the video (they go together well), has at least one sound/song **been made using Garage Band**, and has audio throughout the commercial (sound effects, music, etc. Music has been faded in and out. \_\_\_\_\_/10

*Length:* Video is 45 seconds to 1 minute long (no more, no less) \_\_\_\_\_/4

Total \_\_\_\_\_/62

**Daily Points (4 points per day): Equal division of labor, student is on task (6 days)**

Total \_\_\_\_\_/24

PROJECT TOTAL \_\_\_\_\_/86 points