

YES 2020 Q3

Project 1

Due Date: _____

Objective: You will be in charge of creating a commercial to sell _____.
Your product should be appealing to women, age 16-24, and still in school.

You must follow the following requirements.

- You must have a script no longer than 3 pages
- Your final product need to have at least 6 different shots
- Your only equipment is your phone or tablet
- One shot needs to display the product with text and have no actors on it. This shot does not count for your 6 different shots
- A credit list
- Content must be rated PG

Each student needs to create their own product. Feel free to use your classmates for assistance. On _____, you will learn how to edit your raw footage into video.

Use what you learned from the instructional videos to compose your shots. If you need printouts of your script, email David (davidkang@thedialgroup.org) your .doc or .pdf attachment and requested number of copies no later than Friday.

Your instructors will be involved as Producers. They can add or remove crew members, guide your production, or have the final say of your production.

Your instructors will provide information on how you can submit your video.

Advice:

- Keep your message simple
- Team effort is needed and will be counted into your "Grade"
- Be mindful of your production space. Do NOT shoot anyone outside of your classmates nor disturb other classes
- Ask for permission if you wish to use shoot at another location
- A recommended minimum run time on your final cut is 30 seconds. There is no max run time. Be aware that it will take longer to export and edit your video if you have a lot of shots, or your shot is too long

What makes this different than your everyday school work? Instead of earning grade, the quality and effort you earn will be rewarded with stipends in addition to other work and assignments in class. Your value will be totaled and delivered in gift cards at the end of the quarter. Here is the following rubric to guide your production value for this project.

"Grade"	Aesthetic	Requirements	Involvement	Message
4	The final footage had compelling detail on shot composition, movement, and framing that looks like done by a professional	The project fulfills all requirements and submitted it on time.	Student was actively involved at least 3 other production	The final video was clear, simple, and engaging. Audience want to buy the product.
3	The final video had good composition. 1 editing mistakes.	The project missed 1 requirement.	Student was actively involved in 2 other production	The message was understandable. Ad targets to the audience but miss the tone
2	Composition did not have a lot of diversity. Missed some editing details.	The project missed some requirements.	Student was actively involved in 1 other production	The message was basic. Missed some mark on their target audience.
1	Composition and theory were off. Some images were blurry.	The project missed a lot of requirements.	Student was assigned in 1 production	The message was there but confusing.
0	What in the world did I just look at?	Project failed to submit on time.	Student had not put the effort to assist other production	The final video had no clear message