

Project 3: Short Film / Creative Video

Objective:

Now that you've had a chance to make some video with your camera and do some basic editing of it in Adobe Premiere Pro, let's have some fun making a more creative piece. This project is open-ended as to subject matter, but I do still want to see a focus on good quality, well-exposed video footage; clear audio; thought-out editing; and a well-planned structure/narrative. Your final piece should probably only be about 2-5 minutes, as learning how to be concise with your videos is as important as creating lots of good footage.

Gear you will need:

- SLR camera for capturing video, with an appropriate lens for the shots you want.
- As always with video, a tripod is highly recommended.
- Lighting, if you're going to work inside, or possibly reflectors for outdoor work.

How to create this assignment:

- 1) First, spend some time thinking about *what* you want to make for a video. If a short film, plan out your narrative and the characters/locations you'll need. If a more abstract piece, think about how you will tie it all together into one compelling piece. If you want to do a performance-art video, rehearse, and come up with a good plan on how to capture it (consider a two-camera setup).
- 2) Once you know what you plan to do, work out the gear you'll need and make the necessary equipment reservations.
- 3) As before, be sure to test out everything before each shoot. Have you set a good exposure? Do you have the right white balance and color settings? Are you capturing good quality audio? Capture the footage you'll need, and review it to see if you might need any additional footage.
- 4) Bring your footage into Premiere and start culling through it to edit down to what clips you'll use in the final piece.
- 5) With your editing, here are some requirements that need to be included:
 - At least one Video Transition (dissolve, dip, slide, wipe, etc.)
 - Title at the beginning and Credits at the end
 - Additional audio added in (something *not* recorded as part of camera video footage) – music, voice-over, sound effects, etc.
- 6) When you have finished editing, export your video in H.264 format (an "mp4" file), sized appropriately to how you shot it (720 or 1080, 24 or 30 fps).

What to turn in:

- Your finished video as an “mp4” file.
- Turn in this video file through your shared DropBox folder – keep using the same one you already created, or start a shared folder with me by titling the folder “AI Time-Based Media - *YourName*” and sharing this with “andrew@andrewross.com”. Bringing your completed file on a flash drive to class is fine, too
- **Please name your final video file with YOUR NAME and whatever title you want to give to this video.** So you should have file name like “Andrew Ross superly awesomest shorty film.mp4”.

Grading rubric:

This project will be graded 1/3 on technical requirements, and 2/3 on quality/creativity

Is your video well exposed? Is the lighting appropriate to the theme/subject matter? And do you have good color?		10 pts
Do you have good audio – clear and with good levels?		10 pts
Did you include some sort of additional audio – music, voice-over, sound effects, etc.?		10 pts
Did you include at least one Video Transition?		10 pts
Did you add Titles at the beginning and Credits at the end?		10 pts
Quality/Creativity Grade		100 pts
TOTAL		150 pts

DUE DATE: at the beginning of class Week 8