Commercial Project
Multimedia Assessment #7

In the following project you will plan and manage activities to develop a solution or complete a project by completing the following:

☒ Create a Storyboard to plan a 30 or 60 second commercial.
☒ Create a Shot List to manage project activities.
☒ Use video cameras to record student created footage.
☒ Use text or graphic overlay to enhance project.
☒ Export project as WMV file with LAN setting and upload video to Internet.

This independent project will begin with one day of instruction. The student will then continue for eight more days to create a 30 or 60 second commercial by recording video, capturing, editing, including a graphic/text overlay, saving the video in WMV/LAN format, uploading video to SchoolTube.com.

For video footage, students will use a video camera and tripod, following plan created in students’ storyboard and shot list. Students will use graphics, text and music suitable for the commercial genre.

This project is worth 130 points. The student will have eight days to complete the project. See the attached checklist for additional details on the requirements for this summative assessment.

Remember to show your best quality work. This assignment must be school appropriate in all aspects.
Multimedia Commercial/PSA--Video

You will have two weeks to finish your commercial. Below you will see the requirements for the commercial using Adobe Premiere. Remember to show your best quality work.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Check Box</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length--25 seconds. (+/- .5 sec.)</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Introduction Label—2 seconds black; Label: YourName, Msg2Teens, Oregon High School; 2 seconds of black.</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Completed/signed Entry Form</td>
<td></td>
<td>10</td>
<td></td>
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<tr>
<td>Completed/signed Appearance Release</td>
<td></td>
<td>10</td>
<td></td>
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<tr>
<td>Completed Shot List</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Storyboard (See Storyboard Rubric)</td>
<td></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Student produced video footage</td>
<td></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Tripod used for all video</td>
<td></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Import/Edit video</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Background music from E:\Royalty Free Music</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Export as WMV in LAN format</td>
<td></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Upload to SchoolTube</td>
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<td>10</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>150</td>
<td></td>
</tr>
</tbody>
</table>

Note: This assignment must be school appropriate in all aspects. 😊
## Multimedia

### Storyboard Rubric

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Elements</strong></td>
<td>Storyboard includes all required elements: Video, Audio, Transitions, Effects, Segment length, Dialogue, Stills, Titles, and Credits (10 Points)</td>
<td>Storyboard includes the basic elements: Video, Audio, Transitions, Titles, and Credits (8 Points)</td>
<td>Storyboard is missing one of the basic elements. (6 Points)</td>
<td>Storyboard is missing two or more of the basic elements. (0 Points)</td>
</tr>
<tr>
<td><strong>Video Details</strong></td>
<td>Video details are thorough, including: type of shot, subject, action, text, and camera angles for each shot. (10 Points)</td>
<td>Video details include basic elements: subject, action, and text. (8 Points)</td>
<td>Video details are limited to subject and action. (6 Points)</td>
<td>Video details are sparse or missing. (0 Points)</td>
</tr>
<tr>
<td><strong>Audio Details</strong></td>
<td>Audio details are thorough, including: video track and dialogue, music, sound effects. (10 Points)</td>
<td>Audio details include dialogue track and music or sound effects. (8 Points)</td>
<td>Audio details are limited to music or sound effects. (6 Points)</td>
<td>Audio details are sparse or missing. (0 Points)</td>
</tr>
<tr>
<td><strong>Segment Timings</strong></td>
<td>Timings are listed for each shot or scene and for the entire show. Estimated timings are accurate. (10 Points)</td>
<td>Timings are listed for most of the shots or scenes. Estimated timings are reasonable. (8 Points)</td>
<td>Timings are listed for a majority of shots or scenes. Estimated timings are not accurate or reasonable. (6 Points)</td>
<td>Timings are sparse or missing. (0 Points)</td>
</tr>
<tr>
<td><strong>Clarity and Neatness</strong></td>
<td>Storyboard is easy to read and all elements are clearly written, labeled, and drawn so that another student could create the presentation accurately without assistance. (10 Points)</td>
<td>Storyboard is easy to read and includes most elements. Another student could produce the video with minimal help from the creator. (8 Points)</td>
<td>Storyboard is difficult to read in sections due to rough drawings and limited labeling. Another student would struggle to produce the video without assistance. (6 Points)</td>
<td>Storyboard is sloppily created, and lacks details or drawings. The storyline is not apparent. Another student would be unable to create this video based on the information. (0 Points)</td>
</tr>
</tbody>
</table>