

PROJECT PACKET Video Productions Grading Period ____

To receive full credit for this project, all of the following criteria must be met.

PROJECT GUIDELINES

- Choose between music videos, short films, documentaries, or even a project for a client.
- Grading of the project is based on, you guessed it, INDUSTRY STANDARDS. Because of the criteria, I encourage you to use all of the tools of the trade correctly.
- If you worked with a group last grading period, you may not work with any of those group members on this project.
- With the exception of a cameo appearance, **you are not permitted to act in this production.**
 - You are permitted and encouraged to act in another group's video.
- Only current video production students are permitted to operate the gear during production.
- Alterations to the storyline of the project must be presented in writing to the Executive Producer for approval.
- Safety should be the priority during all aspects of the production.
- Raw footage may be reviewed at any time by the Executive Producer.
- Follow all rules regarding camera safety, equipment check out, equipment return, etc.

All materials must be submitted on time.

DEADLINES FOR THIS PROJECT

Task 1: WORKING IDEA	Due Date: 1/19
Task 2: THE TREATMENT	Due Date: 1/24
Task 3: THE PITCH	Due Date: 1/26
Task 4: THE SCRIPT	Due Date: 1/30 Rough, 2/1 Final
Task 5: STORYBOARD	Due Date: 2/2
Task 6: SHOOTING	SHOOT: 2/3 - 2/26 (24 days)
Task 7: TIMELOGS	W/IN 24 hours of shooting and placed in binder.
Task 8: LOG/UPLOAD MEDIA	DUE DATE: 2/21 - 2/27
Task 9: EDITING	BEGIN: 2/27
Task 10: PROJECT PACKAGING	Due with binder on deadline for project.
Task 11: PROJECT SUBMISSION	Due Date: 3/16/12

PHASE I: RESEARCH PHASE

Before turning in any materials or ideas, please put effort into researching your topic. Is it feasible to produce? Is there information to support your idea? Find this out now...not later!

PHASE II: PRE-PRODUCTION

In the industry, we consider this to be the most important step.

Task 1: WORKING IDEA

Please complete the "My Project Idea Submission" form in this packet. A copy will be located in the Google Drive folder. Make sure it is completed before entering class the day of the deadline. The project must have a working title when you show it to me.

Task 2: THE TREATMENT

Treatments must be typed and placed in Google Drive. Although some class time will be provided for this assignment, it might be necessary to complete it at home and submit online. Bring a printed copy of the treatment to the "Pitch."

Task 3: THE PITCH

Please have ALL members of your group ready to share this treatment with me. I will play the role of an Executive Producer, so please approach the pitch with confidence. I will fire back a lot of questions, so be prepared. If you cannot answer my questions, you will be asked to leave and come back when you are prepared. If a project is not approved, you will need to repeat steps 2 and 3.

Task 4: THE SCRIPT

Scripts must be typed and saved in the network folder.

- Single Column - Used for a narrative or dramatic production. Must follow "screenplay" format.
- Two-Column – Used for commercials, music videos, documentaries. Must use "Two-Column" format. Use 2-Column Google Doc Template

Task 5: THE STORYBOARD

The storyboard is a key part of the pre-production phase because it is the first visual representation of the story. Take extra time to do it right. Templates located on V: drive, and in G-Docs. Here are some key areas to fill out:

- Production Title, Date of Shooting, Location, Scene #
- Physical Description – Very important for set designer and prop-master.
- Audio – need description above each box.
- Scene Numbers: Film use 1.1, 1.2, 1.3, 6.1, 6.2, 6.3, etc.
 - Music Video: Sequencing shots based on time. 2:23 -2:42, etc.
 - Documentary: No Storyboard...just script. (lots of Timelogs to do!)
- Draw a nice picture with direction arrows if necessary. Talk a friend who is an artist into helping. Stick figures are okay.
- Must use shot cues in video section. Write a description to go with it.
- Keep the papers neat, organized, and in a binder.

PHASE III: PRODUCTION

Task 6: SCHEDULING AND SHOOTING

You will be given several weeks to shoot this project. If working in a group, all members are expected to be together on shooting days. You are allowed 5-10 days to shoot.

Task 7: TIMELOGS

Timelog sheets must be completed within 24 hours of each shooting day. Please complete each sheet and place it in your binder. Class time is NOT always permitted for logging, so do it the night of the shoot, or come in early the next day.

PHASE IV: POST-PRODUCTION

Task 8: LOAD FOOTAGE

Import footage into your editing project and organize it.

- Create a new project and follow the proper naming conventions.
- Organize your media into the proper bins and import other assets.

Task 9: EDITING

Your group will have approximately two weeks of lab time to edit the project. Everyone must work together and share responsibilities of editing. Consider breaking the project into chapters and use different Avid Editing stations at the same time! As always, time will be available before school, during study halls, lunch, privilege period, as well as after school.

Task 10: Project Packaging

PHASE V: MARKETING/DISTRIBUTION

ALL ARTWORK SHOULD MATCH; DVD FACE, COVER, POSTER...

- DVD Face to be printed directly on a DVD. Include the following information:
 - Title
 - Producers Names
 - TRT (Total Running Time)
 - DVD Logo (disc makers font)
 - Artwork background. Note: Needs to be creative and professional. Stay away from dark colors that won't dry when printed. See me if you have questions.
- DVD Jacket Cover Design: Please use junior year project as a template.
- Poster: Create an attractive movie poster to go with the release of the video. Please follow guidelines from last year's movie poster as well.

Task 11: PROJECT SUBMISSION

Complete a project ticket and place it on the front of your binder inside should be the following items neatly arranged for grading purposes:

PROJECT BINDER MATERIALS

IN THIS ORDER:

- Project Ticket – Completely filled out.
- Grading Rubric Sheet – Completed
- Original Working Idea
- Original Treatment
- Original Script and Updated Script if you have made changes.
- Story Board
- Log Sheets
- DVD Face printed in color on 8 ½ x 11 paper
- DVD Cover printed in color on 8 ½ x 11 paper
- Movie Poster printed in color on 8 ½ x 11 paper
- Research if you did a documentary

PROJECT COMPLETION TICKET

Fill in all the areas of this project ticket when you have completed all of the requirements for grading. This ticket signifies that you are done working on the project, and it is ready for grading and exporting.

Group Members: _____

STOP: Go now to your Avid project and then complete this section.

Check off each the requirements:

- **Avid Project Name:** _____
- **Slate (Indicating Title, Producers, TRT, Date)**
- **Binder (Including: Project Packet and all other materials in order)**
- **Entire sequence rendered to Senior Media Drive.**
- **Credits are Complete.**
- **Minimum/Maximum time limits for the project are met.**

Group Signatures: _____

Please neatly write a paragraph about how you (and your group) did on this project and why:

Complete the Indie Grading Rubric. Total each category of production. Based on industry standard criteria, what percentage do you expect to earn on this project? _____% (use percentage scale 70-100%)

MY PROJECT IDEA SUBMISSION

Part 1: Working Title: _____ Approx. Length _____

Part 2: The following people are producers on this film:

Part 3: Type of project (short film, music video, documentary, other)

The following “paragraph” is a “summarized” description of the project:

The project will be shot in the following locations:

List the characters in this film, and who the actors will be?

1. _____ - _____
2. _____ - _____
3. _____ - _____
4. _____ - _____
5. _____ - _____

Explain in a “paragraph” why you are passionate about this idea...what makes it great: