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## 3:6a Project: Instructional Video

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How to  
Operate a Camcorder

The objective of this project is to create a video that instructs the audience how to do something. The instructional level should fit your target audience. If in doubt about the level, assume the audience knows little or nothing about the topic. **Concrete, objective tasks work better** than abstract, subjective topics. The video should have a beginning, middle, and an end. As with news stories, the beginning should set the tone of the production. The middle will contain the information or “how-to’s”. The end or conclusion summarizes the program and gives the audience a sense of closure.

- The finished project will be between 5 to 10 minutes.
- Choose a topic and get teacher approval
- Rough draft a list of steps needed to accomplish the task
- Script and Storyboard the idea
- Shoot the raw footage
  - Remember to shoot cutaways to avoid jump cuts!
  - Shoot same scene from different angles for variety!
- Tape the narration
- Edit
  - music should be added
  - graphics should be used within the video and should include:
    - title, instructive graphic overlays, and alphabetized credits
- Begin with a countdown, then a 5 second black leader and end with a 5 second black tag.
- Length of time for completion \_\_\_\_\_
- 150 Total possible points

Name \_\_\_\_\_ Period \_\_\_\_\_ Date \_\_\_\_\_

### 3:6a Project: Instructional Video

Title _____	_____ (150) Total Points
Group Members	Job(s)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

\_\_\_\_\_ (20) Storyboard/Script (completed using proper format; easy to follow; script geared for audience level)

\_\_\_\_\_ (30) Instructional value (task taught using step-by-step process; appropriate learning level; geared toward target audience)

\_\_\_\_\_ (10) Graphics (title page included; internal graphics used appropriately; alphabetized credits at end; good choice of color, contrast & font style)

\_\_\_\_\_ (30) Video (camera shots are varied; shots selected are appropriate; shots are taped using good composition)

\_\_\_\_\_ (30) Audio (narration performance good; selection of music appropriate; audio levels consistent throughout; natural sound added if needed)

\_\_\_\_\_ (30) Editing (contains complexity; technical quality; no editing deficiencies; length of shots appropriate; good pacing)

Teacher Comments:

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