Video Production-The Newscast

Overview:
Form a group of **4-5**.
EACH student in the group will create a 30 second commercial for a real/fake product or service. Make sure it is something you can shoot at school. **EACH** student will then complete a storyboard for his or her commercial. As a group you will then choose the best 2 commercials to shoot and edit. You will then use these commercial within your newscast.

As a group write one, complete script for a short news broadcast. The newscast script does not need the dialog from the commercials in it. Please follow the single-column script format that can be found on my web site.

Requirements:
Each commercial must be exactly 30 seconds long, must have transitions and titles.
Your Final newscast will be between 4 to 5 minutes in length. This includes the 2 commercials you have recorded.
Your video must use a variety of video techniques we talked about, including the use of a tripod whenever possible.
You may use various rooms in the school for production but must get permission before leaving the classroom. *I must know where you are at all times. Please tell me **AND** write it on the board. If you leave that location you must come back to the room and let me know where you went. Café food is not an option. If you leave our classroom you **MUST NOT** interrupt other classes or students.*
You must have everyone in the group act in at least one part of the newscast or commercial.
You must write your script **BEFORE** shooting. No script, no camera.
All equipment must be returned to its proper location before the end of class

Procedures:
♦ For homework, take time to watch a newscast to get ideas on style and delivery (The movie Anchorman—although very funny—is probably not the best source)
♦ **You need to include: News, Weather, Sports, Business, Entertainment portions for the newscast.**
♦ Shoot and edit the best 2 Commercials
♦ When shooting, use one camera but simulate a multi-camera studio by changing the angle and shot type.
♦ Use a variety of shot types (LS, MS, CU, etc.)
♦ Shoot more than enough footage, you can always cut the time during the editing stage.
♦ We will edit using iMovie '09
  ♦ Use the chroma key technique and/or image overlays.
  ♦ Edit to eliminate unwanted footage and successfully colour-balance all clips