PROJECT 1: NEWS

Black History Month VO

TASK: You will create a motion graphic voice-over video on a specific prominent person in African American History using your skills as an editor.

ELEMENTS: Your video must include the following:

* Music that matches the images and tone of the video
* Download and use the following font in your titles:
  + <https://www.dafont.com/historical-sans.font?text=Malcolm+X>
  + Use a gray drop shadow and a black outline on white text
* Voice Over audio track needs to be recorded w/live talent
* Topic Person & script will be provided for you
* Mixed layers of sound between background music, voice over, and sound effects coming from the descriptions/actions in the VO script
* Source pictures/images of high resolution (1920x1080 or higher)
* Combo animations (more than one at a time) of those images
  + Example: Scale & Position – both moving at the same time
  + Animation types: Position, Scale, Rotation, Opacity, etc.

DUE DATE: Video must be turned in before the end of class or it will incur a penalty of -10pts. per class day.

* Video is due during class (4th block) on Tuesday, January 14th.

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| **EVALUATION CRITERIA** | **ACTUAL PTS.** | **POSS. PTS.** |
| Editing |  | 50 |
| Technically, the edits are clean throughout the video. The overall edit style & pacing of the program is consistent. Timing of the edits is appropriate & in sync with audio elements. Edits avoid any continuity problems. B-roll footage is effectively integrated into the program as appropriate. Graphic elements are used effectively to supplement video clips, adding value to the program instead of just “eye candy.” Text tiles & lower thirds text are readable & used throughout the video. |  |  |
| Audio |  | 20 |
| Audio levels are consistent throughout the program. If used, music selections are appropriate for the subject matter & the audience. If used, music matches the edits & is in sync with visual cues. If used, music is mixed with narration at appropriate levels. |  |  |
| Creativity |  | 20 |
| It is extremely important to make videos/films which stand out from the mainstream. That’s where creativity comes in. Sometimes being creative means taking an old idea/theme & giving it a new twist. Many believe, however, that a higher form of creativity involves taking a brand-new approach. Hard to explain but easy to recognize, creativity elicits viewer responses like, “How clever!” or “I wish I had thought of that.” |  |  |
| Clarity of Message |  | 10 |
| Clarity is often achieved with simplicity because, after all, you have only a couple of minutes or less to get your message out. Repeating your message usually enforces it, as does the use of attention-getting graphics. |  |  |
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| TOTAL POSSIBLE PTS. = 100 pts. |  |  |
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