COM 220: Digital Media Convergence
Fall 2014

Project 3: Community Video Portrait

-   Tools: Video camera, Avid, Audacity, Photoshop and/or Illustrator
-   Learn how to shoot high quality video and make use of proper video production techniques
-   Learn how to edit audio and video to create a coherent and informative narrative
-   Learn to use various software tools to enhance your project

Description:
For your third project, your task is to create short video portrait of a business or organization in the local community surrounding Elon University. You will do so via primary video elements—such as interviews with key people or stakeholders—and via "b-roll" elements that help complement your primary components, such as cutaway shots that help illustrate the topics that your interviewees are talking about.

There will be four main stages to this project. You will first develop a concept for your production and turn that concept into a rough script treatment. Second, you will record all the necessary video and audio you will need to produce your project using Elon's video cameras. Third, using Avid Media Composer, you will create a rough cut edit of your video. Finally, you will finesse your edit into a final cut and will also add graphic elements to enhance your production using tools such as Adobe Photoshop.

Considerations:
-   The visual quality of the shots you record on video should be great. Using a tripod is almost always a GOOD idea! Taking your time to set up and compose your shots before hitting record is equally important.
-   Audio quality is equally important. Make sure you understand how different mics and different recording environments affect the quality of your captured content.
-   Variety is the spice of life and it's no different with video production. Vary your shots—wide, close up, still, moving, etc. When you eventually get to editing your best shots into a finished sequence, variety is also important in terms of timing or primary content vs. b-roll elements.
-   Pacing is essential to good editing. If you're production is too slow or too obvious, your audience will be board. Don't underestimate the sophistication of viewers when it comes to time-based media. We've all been consuming film and television for our whole lives!
-   Final consideration: Content is king! All the magical production in the world doesn't matter much if your concept isn't any good! Make sure your idea is as good or better than your ability to produce it.