

COM 220: Digital Media Convergence
Fall 2014

Project 3: Community Video Portrait
Post-production phase

- Tools: Video cameras and microphones
- Tools: Avid Media Composer
- Import content into Avid
- Edit into sequence
- Add graphics
- Export final movie file

Rough cut: 5-7-14

Final cut: 5-12-14

Description:

The post-production phase of this project entails capturing and editing the video and audio content that you recorded. Using Avid Media Composer, you will assemble the best possible story to meet the objectives of your pre-production planning work. Final edited videos should include some amount of voice over work (narration or some sort of tagline, message or branding statement) and also superimposed graphics (meaning layered on top of edited video) such as opening title, lower third information and closing info/credits.

Considerations:

- We all like variety. Mix up the lengths and types of shots in your sequence so that you end up with a more interesting visual project.
- Remember that sometimes adjusting the cut point for the audio vs. the video can create a smoother edit. Many times the audio cuts in before the video does. This is generally referred to as a split edit or an L-cut.
- You will need some amount of voice over audio for your project. You can record this anywhere but, obviously, finding a very quiet space to do so is key to a good quality voice over track. Another consideration is talent. Try to find the type of voice that you need.
- You should create at least one edit that is something other than a straight cut – a transition of some form, such as a cross dissolve.
- You will need some amount of graphics for your project. You should create the graphics in Photoshop and add them to your sequence on top of your video. At a minimum, you need title graphics, lower thirds and closing/credits graphics.

Content Requirements:

1. All video and audio content needed for your 1-2 minute video story.
2. Voice over audio
3. Opening title, lower third and closing graphics
4. At least, one transition effect
5. Final QuickTime movie export of your file.

Technical Requirements:

1. Export as a QuickTime movie using H.264 compression
2. Export your final project at HD resolution (1920 x 1080 px) at 30 fps
3. Make sure you follow the step-by-step export settings (see link below) to ensure that you output your file correctly:

<http://blogs.elon.edu/com220d1403/files/2014/03/Avid-Workflow-Exporting.pdf>

Submission:

1. One final QuickTime movie file per team

Evaluation Criteria:

1. Storytelling
 - a. Story makes logical sense and can be easily followed and understood
 - b. Story follows a narrative arc
2. Video and Audio
 - a. Quality of video footage
 - b. Quality of audio recordings
 - c. Use of primary content and b-roll footage
3. Editing
 - a. All necessary content edited together into a complete sequence
 - b. Quality and creativity of video selections and edits
 - c. Use of transitions, fades, split edits, etc. to enhance the production quality of final movie
 - d. Narrative quality of selections and edits (choices that help further the story)
4. Graphics
 - a. Visual design of graphics
 - b. Successful overlay of graphics on top of video tracks
5. Attention to detail
 - a. Story length between 1-2 minutes
 - b. Free from obvious errors