

COM 220: Digital Media Convergence
Fall 2014

Project 3: Community Video Portrait
Production phase

- Tools: Video cameras and microphones
- Tools: Avid Media Composer
- Capture all content needed for your shot list and/or storyboards
- Import content into Avid

Due: 4-30-14

Description:

The production phase of this project entails capturing all of the video and audio content you need for your project. Working together with your project team, you will record all of the video and/or audio content you need to communicate your 1-2 minute video story about the community that surrounds Elon University. Once that content is captured, you will import all of the potentially usable content into Avid for editing.

Considerations:

- Make sure to use your headphones to monitor the audio levels when you are shooting video
- Make sure to get a variety of shot types (close-ups, establishing shots, still and moving shots, etc.)
- Shoot lots of content from a variety of angles and distances to ensure that you have what you need when you are editing your story together. Having too much content is never the problem; having too little often is.
- Make sure to get primary content (interviews, locations shots, etc.) and b-roll content (cut away shots) that will help visually illustrate the main points of your story.
- For still camera shots – use a tripod!
- If you shoot with a moving camera, use some sort of device to stabilize the shot. If it's a panning shot, swivel the camera on a tripod; if it's a tracking shot (left or right) or dolly shot (moving in or pulling out) use some sort of rolling device (skateboard, wheel chair, shopping cart, etc.).
- Remember to pay attention to FWIGS settings (focus, white balance, iris, gain, sound)
- For interview shots, make sure to frame tightly (mid chest to top of head), but be sure not to frame so tightly that you give your subject a haircut!

Content Requirements:

1. All video and audio content needed for your 1-2 minute video story.
2. All potentially usable content imported into Avid

Technical Requirements:

1. Shoot all footage at full HD resolution (1920 x 1080 px) and at 60i frame rate
2. Appropriate audio levels set

Submission:

1. In class check off of captured content imported into Avid

Evaluation Criteria:

1. Content coverage
 - a. All content needed to create story as planned
 - b. Both video and audio
2. Technical criteria
 - a. Content captured with appropriate settings
 - b. Content successfully imported in Avid