

Video Communication

Time Frame

5 class periods of 45 minutes each

Group Size

Small Groups

Life Skills

Thinking & Reasoning, Communication

Materials

1. Camcorder Digital Mini-DV works best . 2. Editing Computer Apple imac recommended 3. Sony ilink Codec (to record to VHS tape)

Background for Teachers

The instructor needs to know how to operate his/her own individual camera and explain this to students, Best to get students to use their own camera at home. The teacher should also understand how to use the Editing software and computer. This information should come from the owners manual or support material

Student Prior Knowledge

Most students have prior experience at home or from TLC One Minute Video

Intended Learning Outcomes

Students will learn to plan, organize, produce, and edit a video to show to peers.

Instructional Procedures

The objective for this activity is to produce a music video. Each group will design a video to go along with a song of about 3-5 minutes. The complete process is planned on a storyboard and then the students will shoot the video. The raw footage will then be edited on a computer with the song on a CD added to the soundtrack, Music videos can be exciting little films because they use images to reflect the character of a piece of music. Watching music videos communicates styles and moods through straight concert shots, elaborate dramatic scenes where the lyrics are acted out , or combinations of all kinds of video recordings. Today millions of dollars are spent on producing music videos or commercials, but anyone can make one with only a camcorder a little creativity. Two assignment sheets are used to familiarize the students with camera operation and shooting techniques The recommended computer for this activity is the Apple imac, which comes loaded from the factory with all software and has all the support material you need on their website.

Strategies for Diverse Learners

This lesson works well for most everyone because of the opportunity for each student to express themselves in an activity combining music and video shot from their own surroundings. A lot of students with poor grades in academic areas are very right brained and creative which brings success in this activity.

Extensions

After a Music Video students will want to make other videos such as family, educational how-to's, school functions, documentaries, and video yearbooks

Assessment Plan

This is a difficult activity to grade because of all the variables involved, but the worksheet assignments can be graded, along with the storyboard, and how the students followed the storyboard .

Bibliography

Apple.com imovie-The Missing Manual, David Poque Poque Press/O'REILLY Video Communication & Production, Jim Stinson Goodheart-Willcox Television Techniques, Herb Zettle Various Editions (college Text)

Authors

[Brent Blackburn](#)