



Music Video Job Sheet

PROJECT OVERVIEW

As Video/Film has now reached the Midterm for this semester, students will test their skills by completing a Music Video project. The film will creatively visualize the lyrics to a song from the choice of the student. The project will allow students the opportunity to show their knowledge of operating the video equipment and editing in WeVideo, while also improving on advanced techniques in the class.

The main goal of the Music Video assignment is for students to demonstrate their learning of the basic principles of the Video Film Class, which include but are not limited to: 1) working hands on with the camera equipment and editing software technology, 2) collaborating together in groups similar to a professional creative work environment, 3) learning the production procedures of the Envision Cinema program, and 4) communicating their personal interests involved with the artistic expression process.

PROJECT GUIDELINES

- Students must complete the Film Treatment, Storyboard, and A/V Script before filming
- Students may choose to perform their song, create original music, or use an existing track
- Film should include basic movie elements such as: titles, transitions, music, and credits
- Video should be created for an audience at CCA, including parents, teachers, and administrators
- Students must post the film along with a short reflection of the process on their portfolio website

PROJECT RUBRIC (100 Points Total)

1. Film Treatment (10 points) _____
2. Shot List / Storyboard (10 points) _____
3. A/V Script (10 points) _____
4. Film Evaluation (10 points) _____
5. Rough Cut (10 points) _____
6. Website/Portfolio (10 points) _____



FINAL STEPS TO BE COMPLETED BY TEACHER AFTER FINAL FILM IS SUBMITTED

Criteria	Points	Feedback
Video/Audio Quality: Composition & Lighting, Shot Variety, Clean Audio	_____ / 10	
Editing & Pacing: Smooth Cuts, Uses Best Footage, Includes Titles/Transitions	_____ / 10	
Story Clarity: Logical Narrative, Visually Communicated, Good Subject Matter	_____ / 10	
Creativity/Entertainment: Enjoyable to Watch, Original Ideas, Artistry in all Areas of Video Production	_____ / 10	

Project Grade Total _____