

# CCA-TV Project Overview

## ADVANCED VIDEO/FILM & DIGITAL MEDIA

### Schedule Breakdown

Each week, teams must complete a Spotlight, CCA-TV Extras, or 20-Second Video, and an accompanying Social Media project. If a team creates a Spotlight or CCA-TV Extras Video one week, they must create a 20-Second Video the following week, or vice-versa. By the end of every “4-Week Round”, teams will have completed one Spotlight Video, one CCA-TV Extras Video and two 20-Second Videos, along with four Social Media projects.

### Production Timeline

*\*Please check course calendar for actual deadlines*

WED	THURS	FRI	MON	TUES
<b>SPOT/20/EXTRA</b> - Story pitched and topic approved  - Pre-production (storyboards, location agreements, schedule interviews/actors)	<b>SPOT/20/EXTRA</b> - Final Pre-production - Start Filming	<b>SPOT/20/EXTRA</b> - Continue Production - Begin editing	<b>SPOT/20/EXTRA</b> - Finish Editing - Additional Filming  <b>DUE: ROUGH EDIT</b>	<b>SPOT/20/EXTRA</b> - Finalize Editing - Additional Filming - Brainstorm Projects  <b>DUE: FINAL VIDEO (END OF PERIOD)</b>  <b>DUE: SOCIAL MEDIA PROJECT</b>

- **Spotlight Video:** 1-minute film that must, in an entertaining and positive way, promote a group, student, event, CCA staff member, or activity OR address an issue facing CCA students.
- **20-Second Video:** A 20-second CCA-TV video piece that informs and entertains the CCA community: students, faculty/staff, and parents.
- **CCA-TV Extras Video:** A 1-3 minute content piece for the CCA-TV YouTube channel
- **Social Media Project:** Photo or other design that could be used on CCA-TV’s social media pages (Instagram, Facebook) or in the weekly show to promote CCA-TV

Upon approval, teams can decide the story topic and style/genre for each week’s video. However, all **Category Requirements** listed below must be fulfilled by the end of each four-week Round with either a Spotlight, CCA-TV Extras, or a 20-Second Video.

Teams must create at least:

- 1 Narrative/Scripted video
- 1 Documentary/Interview video

Additionally, teams will share the responsibility of production by rotating roles each week.

- Producer - Schedules filming and manages production
- Director - Develops story and creative vision for project
- Camera - Collaborates on cinematography and operates equipment
- Sound/Editor - Records audio and cuts together final video

*\*All group members must continue to participate in the production, until finishing the project.*