

**Advanced Video/Film  
Promotional Video  
Information Sheet**

Group Assignment: Create a 2-3 minute video to positively promote a program at CCA (examples: P.E., theater, dance, D/FA, foreign languages, etc.)

Film Must Include:

- Video with Natural Sound
- Sound Bites
- Creative Graphics
- Music
- Real Information

Target Audience: This video should be created to recruit students for the programs. The programs could post this on their websites or show it on Choices night. The audience is students AND their parents.

**GRADING**

Storyboard/Job Sheet/All Production Documents 20  
*(detailed, neat, correct format & writing style)*

Video Quality 20  
*(lighting, shot framing, shot composition, variety)*

Sound Quality 20  
*(clear, consistent, good levels)*

Editing 20  
*(clean edits, no flash frames/jump cuts)*

Content/Overall Impact/Meets Standards 20  
*(entertainment value, overall quality)*

**TOTAL** 100