

WEEKLY ASSIGNMENT

ADVANCED VIDEO/FILM & DIGITAL MEDIA

A course calendar with specific due dates for upcoming assignments is available at envisioncinema.com/advanced-videofilm.

Weekly Assignment

Each week, teams must complete a Spotlight Video or 20-Second Video, and an accompanying Social Media / Creative Side Project piece. If a team creates a Spotlight Video one week, they must create a 20-Second Video the following week, or vice-versa. By the end of every two-week "Round", teams will have completed one Spotlight Video, one 20-Second Video, and two Social Media Post / Creative Side Project pieces. At the start of each new Round, teams can choose which type of video they would like to create first, Spotlight or 20-Second.

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.

Social Media Post or Creative Side 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 as a whole

Upon approval, teams can decide the story topic and style/genre for each week's video. However, all **Category Requirements (15 Points each)** listed below must be fulfilled by the end of the semester with either a Spotlight Video or a 20-Second Video. Teams must create at least:

- 3 Narrative/Scripted videos
- 3 Documentary/Interview videos
- 1 In-studio piece with black or white backdrop
- 1 Green Screen video

SAMPLE PRODUCTION TIMELINE ON FOLLOWING PAGE

Spotlight / 20-Second "Round" Recommended Production Timeline

**Sample only, please check course calendar for actual deadlines*

MON	TUES	WED	THURS	FRI
				ROUND #1 SPOTLIGHT - Choose topic - Pre-production (storyboards, location agreements, schedule interviews/actors)
SPOTLIGHT - Final Pre-production - Start production	SPOTLIGHT - Production - Start editing	SPOTLIGHT - Editing - Additional production & revising DUE: ROUGH EDIT	SPOTLIGHT - Editing - Additional production & revising - Brainstorm next Spotlight/20-Second DUE: COMPLETED VIDEO (END OF PERIOD) DUE: SOCIAL MEDIA CONTENT (1 of 2)	20-SECOND <i>Same as SPOTLIGHT schedule</i>
20-SECOND <i>Same as SPOTLIGHT schedule</i>	20-SECOND <i>Same as SPOTLIGHT schedule</i>	20-SECOND <i>Same as SPOTLIGHT schedule</i> DUE: ROUGH EDIT	20-SECOND <i>Same as SPOTLIGHT schedule</i> DUE: COMPLETED 20-SECOND (END OF PERIOD) DUE: SOCIAL MEDIA POST (2 of 2) END ROUND #1	ROUND #2 <i>Repeat "Round" schedule</i>