

# WEEKLY ASSIGNMENT

## ADVANCED VIDEO/FILM & DIGITAL MEDIA

A course calendar with specific due dates for upcoming assignments is available at [envisioncinema.com/advanced-videofilm](http://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: (100 Points)** 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: (20 Points)** 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: (5 Points)** Photo or other design that could be used on CCA-TV's social media pages (Instagram, Facebook) or in the weekly show. Content can relate to a Spotlight/20-Second topic or 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 & Typical Due Dates

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

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