



PAN AFRICA CHRISTIAN UNIVERSITY

JMS 303 - VIDEO PRODUCTION

MAY 2019 SEMESTER

FINAL PROJECT: 50%

Project: Pick a video project from the following: Feature Story, Documentary, Short Film, or Music Video.

Nature: Individual Project

Your video project will involve three main stages

- a) Writing the project proposal or Short Film Script
- b) Shooting, editing and presentation for marking
- c) Screening and grading

The Video Project Proposal – For Feature Story, Documentary or Music Video

The project proposal shall include the following main parts:

1. The cover page and unique title of the video
2. Theme of the video
3. Synopsis
4. Video style
5. Objectives
6. Target audiences
7. Treatment
8. Length of video
9. The required resources
10. The budget
11. Plausibility statement
12. Project schedules
13. Interview guides/ Interview schedules

The Various Parts explained

1) The Cover Page and video title

Contains the unique title of the project and the student's name and registration number.

2) Theme of the video

In one sentence, summarize the overall theme of the video e.g.

This film will display and explore the meaning and value of life, as well as the beauty that can be found in death

3) Synopsis (500 words or less)

The synopsis explains the particular issue you want to work on/cover/produce. It must therefore briefly explain the following;

- A general idea of the production
- The specific issue that the production will address
- Who are the involved parties? This should explain whose needs the video is going to address i.e. who needs the solution.
- What is the urgency of producing the video/film? If the student cannot show the urgency, then perhaps it is not worth doing.

4) Video Style

Expounds on the video design i.e.

- Is it informational, entertainment etc.?
- What narrative perspective will be taken?
 - Is it the reporter's perspective where the reporter is seen on screen narrating the information like TV News reporters do?
 - Or is it the narrator's perspective where only a voiceover will be used without the reporter appearing on screen like most documentaries do,
 - Or is it a mixed perspective that will use both reporter onscreen and voiceover narration?

5) Objectives

Have an objective e.g. The feature intends to inform the viewers on the dangers of drug abuse to university students. It will do this through highlighting the story of a reformed...

6) The Target Audience

This section explains who the target audiences are (both primary and secondary).

Do not just mention, provide a brief description of both primary and secondary target audiences.

7) Treatment

This section explains the following

- The significance of the video i.e. what value will it have to the target audiences?
- It also summarizes briefly the approach you will take while shooting i.e. content is going to be shot and how you plan to shoot.
- It also provides a brief idea of how the final video might flow i.e. the sequence of video/footage expected. e.g.

- The video will start with an establishment shot/clip of PAC University main administration building, followed by...

8) *Length of the Video*

Show the length e.g. 15-20 minutes

9) *Required Resources*

Here mention/explain briefly the kind of equipment, personnel and facilitation that the project will require e.g. cameras, tripods, lapel microphones, microphone wind cut, lights, introductory letters to interviewees if needed, transport, press card (if shooting on public places like the CBD), camera assistants etc. (N/B you will be the editor)

10) *Budget*

Must be realistic. Include the market cost of hiring equipment even if it will be provided by the University. Helps to prepare the student for the market rates and actual production budgets.

11) *Plausibility statement*

Explain why you feel this project is doable and has a significant impact.

12) *Project Schedule*

Give detailed or rough plan how you will go about the various stages i.e. preproduction, production and postproduction.

13) *Interview Guides or Schedules*

In case there is an interview(s), present the interview(s) schedules (questions) for each interviewee.

N/B: For the short film, a script is required in place of the proposal.

1. Coming up with a video project is quite taxing and may involve a lot of time in the field and in the studio recording and editing. The earlier you start the better.
2. Make arrangements with the studio and book well in advance.
3. The project will be submitted **ON THE DUE DATE OF EXAM** and will be previewed in the presence of the other students during **SHOWTIME**.
4. **BACK UP** your work so that **no computer crashes and flash disks mal-function** when you are just about to submit your work!

The finalized project should be submitted in two (duplicate) well-labeled DVDs. Also supply the supervisor with a soft copy preferably before your final copy in case some changes may be required. The final submission (DVD) has to be presented with a hard copy proposal with the written brief attached.

The Grading Criterion

Project Proposal and written brief (30mks)

Proposal format - **5mks**

Proposal content - **15mks**

Significance of project to the target audience - **5mks**

Written Brief - **5mks**

The Final Video (70mks)

Content (20mks)

Originality - **5mks**

Length, Flow/continuity - **5mks**

Performer Competence - **5mks**

Entertainment/Aesthetic Value - **5mks**

Shooting (10mks)

Appropriateness of shots – use, length and functions - **6mks**

Shot composition and variety - **4mks**

Audio Quality (10mks)

Microphone techniques (absence of pops, blasts and wind noise) – **5mks**

Audio aesthetics (levels, consistency, uses) – **5mks**

Editing (30mks)

Introduction, climax and ending - **9mks**

Titling and lower thirds - **4mks**

Content flow & continuity - **4mks**

Transitions/lining of shots - **5mks**

Colour balance and aesthetics - **4mks**

Background Music and Sound Effects - **4mks**

Total Marks – 100

The overall marks will be rounded off to 50%