

PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT: COMMUNICATION & LANGUAGES

January Semester 2023

Film Production DCM 204

Final Project – 40%

NATURE: Group Work

TASK: Video project

Requirements:

1. Produce a video project in assigned groups
2. Video should be 15 minutes
3. All group members must sign on the final product that should indicated the different member roles in the production
4. All projects will be viewed and discussed in class on the submission date

Instructions:

Each group (working under their group leader) will choose a video project (feature, documentary or short film) to produce as their FINAL CLASS PROJECT and this production must show vast improvement from your previous class assignments.

1. The students will be expected to work in their groups. Each student **must** have a production role to play in the group. Inform your lecturer about any student not contributing toward the completion of group work.
2. The final project shall be the production of a 15 minute video based on any of the types discussed in class. The production ought to be done in accordance to the phases of video production discussed in class – preproduction, production and post-production.
3. Every group will select a topic, carry out appropriate research on the topic, write a treatment, do a script where necessary and develop a storyboard. In your project treatment, make sure that you indicate the title of your video, duration, the target audience and the communication objective(s) for your video project.
4. No group shall start working on the final project before pitching their idea in class and getting approval to go ahead.

Submission requirements:

1. Each student will be required to submit their own copy of the film (Google drive link with access granted) independently on the LMS in the respective Assignment section.
2. You will be required to submit a hardcopy of the storyboard.
3. Submit a MS Word document (Evaluation Report) that evaluates the whole process, discussing the challenges, lessons learnt and opportunities such a project presents.

Evaluation will be based on the rubric below:

Excellent (E)= 5mks, Very Good (VG)= 4mks, Good (G)= 3mks, Trial (T)= 2mks, Weak (W)= 1mk, Fail (F)=0.

Marking Criteria		E(5)	VG(4)	G(3)	T(2)	W(1)	F(0)	Mark
1.	Name of the Video (5mks) • Is creative and appealing • Reflects the main content/focus of the film • Relevance in appeal to the target audience							
2.	Content • Draws the attention of the audience and holds it to the very end (5mks) • Flow/Continuity (5mks) • Entertainment/ Aesthetic value (5mks)							
3.	Shooting (15mks) • A clear storyboard indicating the characters, setting and plot to best understand how the story will play out on camera • Camera work (framing, composition, movements, shots) • Lighting (use of light, shadow) • Music • Narration							
4.	Sound Quality • Sound levels consistency (5mks) • Sound (sound quality, ambient sounds)- dialogue is clear and clean throughout. (5mks)							
5.	Editing of the content							
	• Introduction and Ending (5mks)							
	• Titles used and appropriate. (5mks)							
	• Strong editing skills demonstrated, including proper timing, edit points, effects used and appropriate. (5mks)							
	• Music and sound effects suit the cinematography,							

	character, and mood. (5mks)							
6.	Overall Video Appeal (5mks)							
7.	A Written Brief (individual submissions) Brief must explain;							
	• why the chosen film name, the target audience, and the relevance of the short film to the target audience (5mks)							
	• the specific part the student worked on (5mks)							
	• the challenges encountered, the lessons and opportunities the project presents (10mks)							
Overall Marks out of 90								
Converted Marks to 40%								

N/B

1. Coming up with a film is quite taxing and will involve a lot of time and consultation, the earlier you start the better.
2. The film will be submitted on the due date of the exam. **(NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
3. **BACK UP** your work so that **no computers crash and no flash disks malfunction** when you are just about to submit your work!

The complete short film will be submitted both on the LMS as a Google link (access granted) and in a face-to-face class session where the lecturer will give the appropriate feedback to all students.