

“How to...” or “Demonstration” Video

Background:

Videos showing “How to do Something” or “Demonstrations” are more popular than ever. Look at any informational TV show and they will demonstrate how their product works and performs for 30 minutes so you, the consumer, will purchase it. Think of all those ads for athletic and food equipment. What about QVC, The Home Shopping Network, or my favorite, The New Yankee Workshop, and more. You might see how something works or how to make it and because of the power of advertising, you might be compelled to order it. You might purchase a product which comes with a tape on how to assemble the product. This would even come in handy if a student misses a class with an important demonstration and the student would be able to watch a condensed version of the lesson on tape, QuickTime, or even DVD. Now it is your turn to show us.

Problem:

This assignment is to demonstrate your ability to make a “How to...” or “Demonstration” type of video by using simple camera shots and techniques that you learned so far in the class. Examples of video projects you could do are:

- Using a caliper
- Explain the various types of sandpaper
- How to add a battery and put a tape in a MiniDV camera
- Show how to pan, tilt, and zoom with a camera including examples
- How do you connect a DVD player/VCR to a TV
- How to make a certain type of food or snack
- How to properly perform a sport move or action
- and there are many more ideas you could use

Design Parameters:

- The video should be approximately 30 seconds to 2 minutes in length.
- Two to four multimedia 2 students in a group.
- Each person in the group will edit their group video and show their video to the teacher and class.
- Various camera shots should be used: close ups, wide shots, pans, tilts, trucking, etc.
- A title and credits must be included as well as a non-copyrighted music track (GarageBand).
- It can be humorous or serious
- Write a script or use a storyboard.
- Mr. Farrara must approve the idea
- Good luck and have fun with this video assignment

Evaluation:

The evaluation of the video will be determined by the content, quality, creativity, camera work, uniqueness, and how well it is received by your classmates and the teacher.