

Wyomissing Area Promotional Video

Background:

A family from New York, with 4 teenage children (two girls 11 & 17 and two boys 13 & 15), is moving to Berks County due to a job change. They have heard great things about the area, but know very little about the school systems in the county. This is where you, the multimedia student comes in. Your knowledge of this school will aid in your presentation.

Problem:

Your job is to write a script (needs teacher approval) and produce a 4 to 8 minute promotional video for the Wyomissing Area Junior-Senior High School. The video will be very similar to college videos which are given to students to get them to attend their college. The video should highlight the many wonderful assets this school has to offer students as well as the family. You will need to video many places inside as well as outside the school (refer to rubric list).

Design Parameters:

Video the cafeteria, the gymnasiums, the library, and even the offices. Interview fellow classmates, teachers, guidance counselors, secretaries, administrators and even the custodial staff. Follow classmates through a normal day of going to class, locker, and even lunch. Explain the school rules and why we have an excellent school and why they will learn a lot while being a student at Wyomissing Area. Tour the Technology Education facility and show off the quality wood projects students produce in the materials lab, and show off the new Apple G5's , as well as a taping of Wyo5Live. Observe an athletic event, club, or activity, and even talk to the athletic director. **Each class will make a promo and may use footage from other students or other sources.**

You will need to have a plan of attack (be prepared). You will first type (use any word processing program) a Wyomissing promo script, double or triple space in 12 or 14 pt., on the right half of the paper (refer to samples). Plan on at least 3 interviews of faculty and students. These need to be put in the script with the questions you will be asking. After printing the script, and getting teacher approval, go out and **shoot plenty of video to match your audio**, keeping track of what you have videotaped. **If you do not record it, you cannot use it.**

Practice, practice, and practice more, then record your script to tape using your camera as the microphone or use the XLR adapter and mic. Import the footage to Final Cut Pro and extract the audio, keeping only the good parts, then delete the video clip. Import your video clips (delete audio), and match the video to the audio. You will also insert video clips (keep the audio portion) from your three or more teacher/student interviews. You can share your video clips with your classmates, but everyone must record their own interviews (no sharing of interviews).

Evaluation:

I am confident that each student will produce a quality Wyomissing Area Promo Video which the school can use when families want to know about our school. The finished videos will be shown on Wyo5Live or Multimedia classes, as well as posted on Mr. Farrara's web site.

Due date: _____

View date: Wyo5Live Broadcasts/Multimedia classes/CD for Realtors

Recommended for the Wyomissing Area Promotional Video

- _____ Title and music - created in GarageBand/Soundtrack/Movie Maestro
- _____ Wyo5Live broadcast/Behind the scenes
- _____ Homeroom (with students in video)
- _____ Classrooms (Teachers and students in active learning)
- _____ Math, World Languages, Science, English, Social Studies
- _____ Computers, Arts and Integrated Studies, Music
- _____ Health & Phys. Ed, Family & Consumer Science and Tech Ed
- _____ Career and Technology Center (Vo-Tech)
- _____ Outside shot of school (new and old building) and grounds
- _____ Inside shots of hallways/Students passing classes
- _____ Teacher teaching a class
- _____ Students observing teacher teaching a lesson or demonstration
- _____ Teacher/student one on one help
- _____ Classroom of students raising hands for a question for the teacher
- _____ Guidance counselor/office/college rep visits/SAT's
- _____ Main office with secretaries/principals/Student Dean/Attendance
- _____ Athletic Director
- _____ Gymnasium with class in progress
- _____ Agenda book close up
- _____ Extra curricular activities
- _____ Interscholastic sports (coaches/athletes), athletic facilities
- _____ Transportation (walk, bus, car), student parking
- _____ Interviews (6 minimum) of students, faculty, administration, etc.
- _____ School store/PTA members
- _____ Peer Mediation/Big Spartan Little Spartan
- _____ Custodial staff/Cleaning crew
- _____ 4 to 8 minute length

100 Points total