

Course: Digital Media Technology

Grade level: 10-12

Sources: Digital media technology instructors, Research and Curriculum Unit

CTE Promotional Video Project Teacher Instructions

Overview:

Your students will explore the essential question: “What are the benefits of participating in a CTE program?” The students will produce a video from an original perspective, documenting their thought process along the way by taking screenshots and writing short explanations for their work. They will also plan for the video by creating a storyboard, outline, shot plan, or organizational method of their choice. The planning/organizational method is not collected as part of performance-based assessment (PBA), but is an essential part of the process and can be used as a class grade at the instructor’s discretion.

Notes:

- Realizing that not every digital media program has access to the same video recording equipment or amount of equipment, students may utilize a bank of pre-recorded current student video files. The instructor is responsible for collecting and maintaining this footage, but it should be student created footage.
- Along these same lines, video quality will vary among digital media programs. The rubric does not address video or audio quality related to equipment and should not be scored on this basis.
- Any footage showing students used in PBA must be of students who have a parent-signed photo/video release form. School districts are responsible for keeping a list of students whose parents have authorized a photo release.

Alignment:

- 21st Century Skills
 - CS9 Information Literacy
- College and Career Readiness Standards
 - W.11.3. Write narratives to develop real or imagined experiences or events using effective technique, well-chosen details, and well-structured event sequences.

- CTE Curriculum Units
 - Unit 8: Preparing to Edit
 - Unit 9: Telling the Story
 - Unit 10: Editing Basics
 - Unit 11: Finishing the Project
 - Unit 12: Discovering Motion Graphics
 - Unit 13: Basic Animation

Time requirements

4-6 weeks. Plan accordingly for classroom interruptions to give students ample time to complete their videos prior to the March 22nd deadline.

Materials and resources

- Textbooks / resource videos
- Internet
- Computers with appropriate software – one for each student
- Headphones
- Student instructions
- Rubrics
- Microphone
- Cameras to record video OR a bank of current students' pre-recorded videos for use by all students

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CTE Promotional Video Project Student Instructions

Overview:

You will create a 1 to 2 minute video promoting career and technical education (CTE). The audience for this video is parents, students, and/or industry professionals. The video will be used to highlight and showcase a specific CTE program or CTE as a whole. You will be graded according to a rubric that your teacher will give you. Use the rubric to self-assess and see how your work will be evaluated. You will track your own progress using screenshots with a short, written description of each screenshot and how you made the video.

Part 1.

What are the benefits of participating in CTE? Consider what your audience needs to know about CTE's benefits. Use this thought process to plan for creating your video using a storyboard, outline, shot plan, or organizational method of your choice.

Part 2.

Gather footage and create clips for your video. Import your media into the video editing software. Efficiently organize and fine-tune your clips with keywords and rejected/favorite clips. Take screenshots to show your work.

Part 3.

Create your video in the video editing software. Add title(s) using motion graphics software as appropriate. Take screenshots to show your work.

Part 4.

Create a document containing your screenshots, explanations for each one, and statements about how your video answers the question, "What are the benefits of participating in CTE?" Save the document as a PDF.

Part 5.

Export your final video and save as an .mp4 or .m4v.