Digital video production workflow

Activity Overview

Shooting and editing video is fun and easy. With today's technology, you can make compelling videos and films. Use this activity to introduce students to digital videos, the digital video production workflow, and the tools used to produce excellent video projects.

Note: Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: [1.1]

Activity Objectives

Project management skills

• Identify audience, purpose, and goals

Design skills

• Understanding the digital video workflow
• Identifying and designing for audience, purpose, and goals

Project Assets

• *Guide:* Introduction to digital video [1.4, 2.2]
• *Guide:* Script-to-screen video production workflow [1.4]

Background preparation resources

Technical and content information

ISTE NETS*S Standard for Students

Adobe Certified Associate objectives

Activity Steps

1. Let students know they will analyze a variety of video clips for purpose, audience, and audience needs.[1.1, 1.2] Show students a variety of video clips and help them identify how each clip differs and changes to tell a story. Some things to discuss include:

   · What is the purpose of the video?

   · Who is the intended audience?

   · Does the video clip meet its intended purpose and reach its intended audience?

   · Are there aspects of the video clip that detract from the intended purpose or audience?

   · What is the mood of the video clip?

   · How do any effects and audio help tell the story?

   · How do the shots in the video clip, for example the camera angles used, help tell the story?

   Note: You should gather some clips showing a variety of popular video sequences prior to this activity. In addition to preparing your own, you can also use the resources in the *Background preparation section.*

2. Using the *Introduction to digital video*[1.4, 2.2] guide, explain that there is a basic workflow to creating videos and that this workflow will become second nature to them after several cycles.

   Pre-production

   · Write a script

   · Plan the production and shots.

   Production

   · Shoot the video.

   · Record audio.

   Post-production

   · Capture (transfer) the video and import other assets (music, still images, graphics, etc.).

   · Build an edited video by selecting, trimming, and adding clips.

   · Create assembly and rough cuts.

   · Include transitions, apply video effects, and layer (composite) clips.

   · Create text, credits, or basic graphics.

   · Add audio (narration, music, or sound effects).

   · Mix multiple audio tracks and use transitions and special effects on audio clips.

   · Export finished project (final cut) to a digital file, video files for Internet playback, or a DVD.

   Note: Audio can also be the first thing you lay down when editing a video.

3. Using the *Script-to-screen video production workflow* guide [1.4] discuss the Creative Cloud tools (Adobe Story, Adobe Prelude, Adobe Premiere Pro, Adobe Audition, and Adobe After Effects) that allow students to more efficiently manage the script-to screen video production workflow. Based on your equipment capabilities, consider how you can integrate Adobe Prelude to log and ingest footage, add metadata, and create rough cuts to speed up the production, post-production, and publishing workflow.

   Guide: Script-to-screen video production workflow [1.4]

4. Explain that now that they understand the digital video workflow they should use it to create anything from a three-minute movie to a feature-length film. All they have to do is get the right tools together and try it!

Background preparation resources:

- To view video tutorials aligned with the skills required to complete this project, visit Adobe TV: http://tv.adobe.com
- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: http://edex.adobe.com/

Video clips

- Photos, music, text, and video that can be legally shared and reused for free: http://search.creativecommons.org.
- List of all free video downloads available from iTunes: www.itsfreedownloads.com.
- Free online video streaming service: www.youtube.com, www.vimeo.com, and www.hulu.com.
- Free streaming and downloadable video segments from the PBS: http://video.pbs.org/.

ISTE NETS*S Standards for Students

This project is aligned to the ISTE NETS*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

ISTE NETS*S: Curriculum and Content Area Standards – NETS for Students

3. Research and Information Fluency

    Students apply digital tools to gather, evaluate, and use information. Students:

    c. evaluate and select information sources and digital tools based on the appropriateness to specific tasks.

4. Critical Thinking, Problem-Solving & Decision-Making

    Students use critical thinking skills to plan and conduct research, manage projects, solve problems and make informed decisions using appropriate digital tools and resources. Students:

    b. plan and manage activities to develop a solution or complete a project.

6. Technology Operations and Concepts

    Students demonstrate a sound understanding of technology concepts, systems and operations. Students:

    a. understand and use technology systems.

    b. select and use applications effectively and productively.

Adobe Certified Associate, Video Communication objectives

1.1 Identify the purpose, audience, and audience needs for preparing video.

1.2 Identify video content that is relevant to the project purpose and appropriate for the target audience.

1.4 Demonstrate knowledge of the production planning and management process.

2.2 Identify general principles for video shooting.

For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: http://edex.adobe.com/.