

Timing: 1 to 2 hours

Level: Ages 15 and up

Video production

Activity Overview

The production phase of the digital video workflow is where you follow your production plan and shoot all the required video and collect all the assets. Use this activity to introduce students to effective uses of video shot techniques and video shooting tips, such as proper lighting and capturing audio.

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

Design skills

- Identifying shot techniques
- Identifying general principles for video shooting techniques
- Learning video shooting techniques:
 - Rule of thirds
 - Wide and tight shots
 - Follow action
 - Zooms and pans
 - Shooting a sequence
 - Leaning in and out
 - Lighting for interviews
 - Setting up for interviews
 - Shooting b-roll footage
- Voicing narrations
- Using natural sound to enhance a story

Technical skills

General

- Shooting techniques for interviews and news stories
- Understanding and selecting microphone types

Project Assets

- *Guide:* Shot techniques
- *Guide:* Video shooting tips ^{2,2,2,4}
- *Guide:* Voicing narrations
- *Guide:* Selecting and connecting microphones

Background preparation resources

[Technical and content information](#)

[ISTE NETS*S Standards for Students](#)

[Adobe Certified Associate objectives](#)

Activity Steps

1. Explain the core tasks in the production phase, including shooting video and collecting assets.^{1.4} Depending on the length of the video project, this can be a very short or a very long phase.
2. Explain that in order to know how to shoot footage students need to understand specific shot techniques and how different shots help tell a story to their intended audience.^{1.1, 1.2, 2.2}
3. Let students know they will analyze a variety of video clips to identify the shot techniques involved. Distribute the *Shot techniques* guide, and as you display each clip, ask the students to identify the shot techniques (some shots employ more than one) and to explain how they think this technique could impact a video. Some shot techniques include:
 - Medium shot: A shot wide enough to see the subject in the surrounding space, providing some context.
 - Wide shot: Allows the audience to see a large area. Called an establishing shot when used to establish location.
 - Close-up: Shows details such as facial expression.
 - Extreme close-up: So close it may take the audience a moment to figure it out; provides striking visual detail.
 - Long shot: Shows the entire object or human figure and is usually intended to place it in some relation to its surroundings.
 - Over the shoulder: A shot taken from the perspective of looking over a person's shoulder. This shot is common for an interview where two characters are having a discussion.
 - Point of view shot: Shows what the character is looking at.
 - Trucking shot: Moves with the action.
 - Cutaways: Help with jump cuts to distract the audience from the edit and smooth the transition between edited sequences, such as crowd reaction or the scoreboard at a sporting event.

Note: Using the resources in the Background preparation section and your own video clips, prepare clips that display the shot techniques.
4. Distribute the guides and introduce tips and techniques for shooting video and capturing audio.^{2.2, 2.4} In your discussion, you might include:
 - Operating the camera
 - Supporting the camera (tripods, shoulder, hands, and so on)
 - Changing lens angles to capture shots
 - Composing video (rule of thirds, framing, and so on)
 - Setting up and providing lighting
 - Capturing audio and using microphones
 - When interviewing:
 - Use at least two lights
 - Use a tripod
 - Shoot cut-aways
 - Shoot extra interview footage
 - Save the full interview
 - Shoot b-roll footage
 - Using natural sound

Guide: Video shooting tips ^{2.2, 2.4}

Guide: Voicing narrations

Guide: Selecting and connecting microphones

5. Ask your students to begin shooting footage for a video project they are currently working on. Explain that they should use the shot list they created in the pre-production phase, as well what they learned about shot techniques, video shooting tips, and microphones to make sure their footage has the appropriate mixture of shots that capture what they want their audience to see and hear.

Assessment:

	0 - Does not meet expectations	3 - Meets expectations	5 - Exceeds expectations
Shot techniques document	Absent or incomplete.	Provides shot term and shot description. Provides a written rationale of how the shot might impact a video.	Provides shot term and clear and precise shot description. Provides a clear rationale of how the shot might impact a video and supports the rationale with examples from the clips analyzed in class.

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 shot techniques

- An article detailing common video shots: www.videomaker.com/article/7575/.
- A tutorial on video shooting tips: http://multimedia.journalism.berkeley.edu/tutorials/video/shooting_tips/.
- Ten ways not to shoot video: http://reviews.cnet.com/4520-6500_7-5510172-1.html.
- Lighting tips for shooting video: www.eyeconvideo.com/tips/lighting_tips.asp.
- What natural sound is and how to capture it: www.videomaker.com/article/10785.
- Deciding on the correct microphone: www.videomaker.com/article/10214.

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.itstfreedownloads.com.
- Free online video streaming service: www.youtube.com.
- Free streaming and downloadable video segments from the PBS series Religion & Ethics Newsweekly: www.thirteen.org/edonline/accessislam/video.html.
- Free streaming and downloadable video segments from the PBS series Wide Angle: www.thirteen.org/edonline/wideangle/video_bank.html.

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 Exam Objectives

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.
- 2.4 Demonstrate knowledge of using audio to enhance video content.

For more information

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



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