

Video Sidebar – 80 points

You are encouraged to experiment with visual storytelling. The key is to capitalize on the visual aspect. Avoid wallpaper video. For example, a piece on education should only include shots that help understand education, rather than random shots of students working at a desk or walking on campus. Think about how to best communicate the story or information. It is encouraged to go beyond just an interview and a few b-roll shots, especially for those individuals with a broadcast background.

Required elements:

1. Interview
2. Visual component – select the component most appropriate for your sidebar. Examples include b-roll, photos, graphics, text, etc.
3. IT CANNOT BE THE SAME FOCUS AS YOUR TEXT ARTICLE

Structure:

The video sidebar can be in either a:

1. Story format
 - a. <http://vimeo.com/4419244>
2. Information-based format
 - a. http://www.dailymotion.com/video/xbg1mw_online-courses_tech

Two Due Dates:

I assign two due dates because often students do not fully grasp how much time is involved in the shooting and editing video process. Subjects are also less inclined to be interviewed on-camera. Many students take 12 hours for their first piece.

Portion of Video Due Oct. 6th – 15 points

A portion consists of handing in a portion of an interview or some broll. Your piece does not have to be fully shot or edited. Please email it to me as a high-quality “.mov.” If you cannot email it, please place it on my external drive in class. Label it with a *lowercased, no-spaced name* that is descriptive of the video.

Final Video Due Oct 15th – 65 points

Hand in the high-quality .mov in class by moving it to my external hard drive at the beginning of class. Have it exported before class.

Video Sidebar Graded Items – 65 points

Journalistic considerations

Did you get the facts straight?

Did you make unwarranted assumptions or editorialize?

Did you include information necessary to understand the issue?

Does the piece have informational and educational value?

Is your sidebar a long-running sound bite?

Are your sources transparent?

Did you do research?

Is your interview of someone with no direct experience or indepth understanding of the issue?

Is the interview video-worthy or a character?

Does it work well with your main text article?

Comments:

Visual communication

Is your sidebar best visually told? Is it boring talking heads?

Is the sidebar focused? Do you clearly transition the viewer through the sidebar?

Are your soundbites too long?

How well do your writing and video match? Ideally, you should write to your video including your sound bites before editing. LAY DOWN AUDIO FIRST.

Does the video reflect the wallpaper video effect where the video does not add informational value?

Comments:

Editing basics

Is it too long? Attention spans are short in video.

Did you avoid jump cuts (two shots of the same object edited back-to-back together)?

Are there flash frames of black (watch your video closely)?

Did you include sequences? You should always include a sequence.

Are the shots varied?

Did you perform an edit during a pan, zoom or tilt movement? Did you cut on movement?

Are any shots too long or too short?

Did you use dissovles? Stick to cuts unless emotional.

Did you change shots at natural places? Breath, end of sentence, etc.

Comments:

Video quality

Proper headroom, noseroom and leadroom?

Are the shots in focus?

Are the shots stable?

Are the shots framed properly? Each shot should look like a photograph.

Is the lighting adequate for the scene being shot? No silhouettes. Watch the lights behind your subject.

Is there anything distracting in the background? Is the subject bobbing around? Tree coming out of the head?

Comments:

Audio - Bad audio is worse than bad video.

Did you use nat sound?

Is the natural sound consistent throughout the video?

Did you fade your nats into your sound bites?

Are the soundbites clearly audible?

Are your nats overpowering your narration? Narration and sound bites should be clear.

Is there wind noise, echo or other distractions?

Is the level between the nat sound and voices balanced? They should be at the same level, which is done in FCP.

Does your narration sound natural? Try not to sound like you are reading.

Comments:

Total Points:

POINTS WILL BE DEDUCTED FOR MISSING THE DEADLINE!