

JRLC 5990

Assignment: PSA/promo or News/sports feature PKG (P1)

You will work by yourself to produce an original video story. It will either be a promotional video/PSA about a local business or organization OR a news/sports feature PKG. The choice will depend on your major and career aspirations. PR and Advertising students should do a promo/PSA and journalism or sports media students should do a feature PKG.

Content:

For promo/PSA: Find a local business or organization that's doing something noteworthy in the community. Get to know them. Find out what makes them special/different/unique. Find out whether they have a specific cause or project they'd like to raise awareness about. You've got to zero in on something that you can capture visually and present in the form of a short video story.

For news/sports feature: Look for an interesting person involved in local sports (player, coach, trainer, parent, sibling, fan, etc.). Produce a human interest PKG about this person and what they do. The story must be journalistically sound! It should be suitable for broadcast or publication on a local student news outlet such as Grady Newsource or the Red and Black.

Ethics: You must do all of the work on this video! Nobody else can shoot, write, or edit any part of it. It's just like taking a test. If you get another student to take a test for you, you've violated the university's academic integrity policy. Same rule applies here.

Pitch: Send a brief pitch via e-mail to your instructor. This should be a paragraph or two that briefly identifies the story, the message of the video, and a production schedule.

Required Elements & Technical Standards:

Review the production techniques we've covered this semester. This is your chance to demonstrate all the video production skills you've learned this semester. Your video must meet the following standards:

- TRT: total running time for **PSA/promo** must be between 1:00 and 1:30. If you are more than :05 over/under, you will be penalized
- TRT: total running time for **news/sports PKG** must be between 1:30 and 2:00. If you are more than :05 over/under, you will be penalized.
- The video must include these elements:
 - Compelling b-roll sequences with natural sound.
 - Soundbites from at least two people (you should interview more than two, but at least two people must speak on camera in your video)
 - A lower-third graphic for each person that has a soundbite.
- All video must be properly white balanced and exposed. Shots must be in focus, steady and well framed
- Soundbites must be audible in both the Left and Right channels.
- Audio **should NOT** peak above -12 dB.
- Audio should have **average peaks** around -18 dB.

Deliverables: Submit video to correct folder on the server. If you miss deadline, you get a grade of ZERO! Your edited video PKG should have the following settings:

- Resolution: 1,280 x 720 (720p)
- Frame rate: 29.97 or 59.94
- Video codec: AVC/H.264
- Audio codec: AAC, audio sample rate: 48000 Hz
- Container: mp4
- Filename: "yournameP1".mp4 (ex: ChrisShumwayP1.mp4)