

Name _____ Date _____ Period _____

OBJECTIVE

Students will apply researched knowledge of specific careers in a chosen career sector to create a commercial for those careers.

OVERVIEW

If you like making videos, this is a great project for you!

In this project students will select a career or careers in one of the VWE II-aligned sectors. After researching important facts about the career (salary, demand, education requirements, etc.) students will write and film a 30-60 second commercial to be presented to the class. This project is ideally expanded into a small group (2-4) project given the amount of work involved.

RESEARCH

Once you have determined which VWE II-aligned sector you would like to focus on you should research careers in that sector. Depending on the length of your video you should focus on just one or two careers in that sector.

Important information for your audience might include:

- average salaries,
- associated education requirements,
- job demand outlook according to the Louisiana Star Jobs website,
- the specific roles and responsibilities associated with these jobs (“A Day in the Life”),
- and Louisiana companies currently hiring for these positions (when available).

PRODUCTION:

Use the following “[8 steps to creating a promotional video](#)” from medium.com to build a plan:

1. Identify your goal
2. Choose a story type (explanatory, narrative, testimonial, informative, entertainment, etc.)
3. Set the tone (dramatic, fun, inspirational, artsy, etc.)
4. Decide the duration (must be between 30-60 seconds)
5. Choose a video style (real people, live action, b-roll, whiteboard, etc.)
6. Outline
 - 6.1. What is the overview? This should be a paragraph describing your commercial.
 - 6.2. What are the scenes/locations?
 - 6.3. Who are your characters?
 - 6.4. What kind of audio (voiceover, actors on screen, etc.)?
 - 6.5. What is your call to action? What do you want your audience to feel?
7. Write a script
8. Create a storyboard to guide you through the various scenes.

Your outline and script will be work products turned in as part of this project **BEFORE** you shoot your video.

GROUP (OPTIONAL)

Break the project into its constituent parts. You will need to break it down both for the purposes of creating a timeline and for assigning responsibilities based on your timeline.

As a group you need to first come to a consensus on delegation of responsibilities. All students in the group are responsible for research and presenting. Who completes which research component, or how they participate in the production is an important delegation up front.

Produce a written timeline of work (who completes what, by when) and when it is due to the group.

As a final part of your presentation you will need to come together as a group, reflect on your work, and create a set of 5 “best practices” for group work.

SOFTWARE OPTIONS

If you aren’t already familiar with video editing, you may need to find a teacher or fellow student to help with this project. Below are some very high-level notes when thinking through your software options.

Software	Helpful Insight
Android	<ul style="list-style-type: none"> • Adobe Premiere Clip (adobe.com) is a good free choice. If your school subscribes to any of the Adobe Creative Cloud apps you can utilize that to sync projects to a Windows or Mac computer. • Another good free option is FilmoraGo (filmora.wondershare.com). While it offers add-ons for purchase, the free version is excellent.
iOS	<ul style="list-style-type: none"> • On the iPhone/iPad the free iMovie (Apple.com) provides excellent basic editing ideal for this project.
Mac	<ul style="list-style-type: none"> • The free iMovie (Apple.com) software is excellent basic editing with lots of tutorials and help out there. • For more advanced editing Lightworks (www.lwks.com) is an Emmy winning professional NLE available, for free.
Windows	<ul style="list-style-type: none"> • For basic editing OpenShot (www.openshot.org) is an excellent option and is available for Windows, Mac, and Linux. Best of all, it’s free! • For a more advanced editor, Lightworks (www.lwks.com) is also available on the Windows platform.
Script Software	<ul style="list-style-type: none"> • Celtx (celtx.com) has a free version that takes care of formatting for you. It is highly recommended you use some type of script writing software or pre-existing template to create your storyboard.

PRESENTATION

You will present a PowerPoint presentation and will be scored by your teacher and classmates using the PVLEGS rubric. Your presentation should include at least 5+ slides and run for 5-7 minutes in duration.

- Title
- Career sector overview
- Video
- Production reflection (what was the process like?)
- Bibliography

REFLECTION

Your individual reflections should be comprised of 2-4 paragraphs and focus on all aspects of the project, from start to finish. Some questions to consider might include:

- Why did you choose the career(s) you did?
- What were your inspirations?
- What obstacles did you have to overcome in the initial drafting stage?
- Were there any people who were especially helpful?
- What are you most proud of on this project?
- What areas would you like to improve in the future?
- What was the actual video production process like for you or your group?

NECESSARY PORTFOLIO COMPONENTS

Please include the following project components in your final course portfolio:

- Digital copy of commercial
- Outline
- Script
- Printed copy of presentation
- Completed rubric
- Reflection