**Unit 17 Assignment 2**

**Product design and development**

**The video advertises**

T**he purpose of the video** is to advertise and promote the college and to be displayed on loop at open evenings to show students and their parents The IT department and its courses.

**The audience for the video** would be 15- to 17-year-old students and parents at the open evenings, or anyone who's interested in the courses that are offered in the IT department.

**Product ideas, including styles, templates and formats**

**my ideas for the video**

I will Show video clips of the college IT department.

I will add relevant music.

I will make it so it can play in a loop.

I will add some glitter effects to the video

**Styles**

fairly clear and simple with minimal text.

I've chosen to have black text Because it shows up well on the ground and I'm going to made it bold, so it is easy to read and is very large.

**the format will be a MP4 file.**

**Idea for audio, soundtrack and or sound effects**

**for the video** I have found some good audio online which is linked in the asset table above and it matches the video well.

My idea for the audio is for the beat to match the cuts in the footage.

**A Storyboard for the video**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **1** My first clip will be of the entrance. | **2** a shot of the entrance area | **3** I want to play a scene of the main area with the chairs |
|  |  |  |
| **4** oh have I clip of one of the classrooms to show the viewer. | **5** footages of the main hallway with the classrooms. | **6** the last shot of the main area with some writing |

**The colour schemes of the video**

I have chosen to have black text at the beginning and end of the video The rest of it is the colour scheme of the video. the general theme would be moving shots of the rooms in the IT department.

**Alternate design for the video**

I could have Created video as an interview of a student or teacher in the IT department,

**Purpose and audience requirements**

the purpose of doing this would be to Display information to people interested in the college from people who have already experienced it.

The audience requirement will be a device to watch the video interview on as well as speakers so they can hear what is being said.

**The reason I didn't pick this is because it would be harder to interview someone, and I would have to get permission. And it wouldn't play in loop as well.**

**A Storyboard for the video I have designed**

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| --- | --- | --- |
|  |  |  |
| **1** I will have some video of a teacher in the IT department with me asking them questions and an interview style. | **2** a further back for you of both of us in the shot. | **3** some side shot of your date on well questions are being answered. |
|  |  |  |
| **4** most side shots of the IT department well the questions being answered about the area in the shot. | **5** Marshall to me asking them questions about the IT department and at their role there. | **6** wrapping the interview up and finishing. |

**All assets I have found.**

|  |  |  |  |
| --- | --- | --- | --- |
| Asset or link | URL | why it fulfils its purpose. | Editing required |
| [**link**](https://www.youtube.com/watch?v=nleJVC3XPeU&ab_channel=EminemVEVO)music from a video. | [**link**](https://www.youtube.com/watch?v=nleJVC3XPeU&ab_channel=EminemVEVO) | It is clear simple music which is suitable for the video and audience. | it comes as a video so I will need to split the audio from the video, so I can use it. |
| Link to video | [**Link**](https://www.youtube.com/watch?v=q9cCNbd94j4) |  | This is the final product of the video I have filmed edited. |

**My test plans for the video**

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| --- | --- | --- | --- |
| **Test number** | **Item to test** | **Expected outcome** | **Actual outcome** |
| **1**  **Video** | If the video can be played in loop | it should be capable of being displayed in loop. |  |
| **2**  **Video** | Is the content appropriate for parents and students | It should be appropriate for all ages. |  |
| **3**  **Video** | Does it advertise and promote the IT department | It should advertise and promote the ID department. |  |
|  |  |  |  |

**The video advertises is here** [**Link**](https://www.youtube.com/watch?v=q9cCNbd94j4)