Name: _____ **Section:** _____

Schedule: _____ **Date:** _____

I. LOCAL LANDMARK PROMOTIONAL VIDEO

Hello, PHINMA Students! How's your exploration of our country's rich history going? I hope you're enjoying the learning journey. We're gearing up for another assessment, and this time, we're delving deeper into our local history. Welcome to the Local Landmark Promotional Video Task! Get ready for an exciting adventure where you'll uncover the hidden treasures and fascinating stories behind the landmarks in our community. Through the magic of video creation, you'll discover the history and significance of each landmark, becoming heroes in preserving and sharing their stories. Why is this task important? Well, these landmarks are the heart of our community, reflecting our shared history and identity. By showcasing them, we educate others, attract visitors, boost our town's growth, and instill pride in our community. So, get ready to make a difference by preserving our local history for generations to come. Let's embark on this exciting journey together! Be sure to read and understand the step-by-step guide provided, so you'll know exactly what to do.

1. **Select Historical Landmarks:** Begin by choosing one (1) significant historical landmark within the municipality to showcase in the promotional video. Consider monuments, buildings, parks, archaeological sites, or any other sites of historical importance that best represent the municipality's heritage.

2. **Research:** Conduct thorough research on the selected historical landmark. Gather historical information, anecdotes, architectural details, and interesting facts about each landmark. Utilize reliable sources such as historical archives, books, local historians, and municipal records to ensure accuracy and depth of information.

3. **Plan the Video Content:** Create a storyboard or outline to plan the structure and content of the video. Determine the key points to highlight, and the overall narrative arc of the video. Organize the content in a logical and engaging manner to maintain viewer interest throughout the video.

4. **Scriptwriting:** Write a script for the narration or dialogue in the video. Ensure that the script provides historical context, describes the significance of the landmark, and engages viewers with interesting stories or trivia. Adhere to the language requirement of using English throughout the video. Align the script with the municipality's promotional goals to effectively communicate its cultural heritage.

5. **Gather Visual Content:** Collect high-quality visuals such as photographs, videos, drone footage, or illustrations of the historical landmark. Ensure that the visuals accurately represent the landmark and highlight the unique features and architectural details. Organize the visual content according to the storyboard to facilitate seamless integration during editing.

6. **Filming:** Capture original footage of the historical landmark, surrounding landscapes, and any relevant activities or events taking place in the municipality. Use high-quality cameras or smartphones to ensure clear and crisp visuals. Pay attention to composition, lighting, and audio quality during filming to enhance the overall production value of the video.

7. **Editing:** Use video editing software to assemble the visual content, narration/dialogue, music, and sound effects into a cohesive video. Add transitions, text overlays, and visual effects to enhance the storytelling and visual appeal of the video. Maintain a balance between informative narration and engaging visuals to keep viewers engaged throughout the video.

8. **Music Selection:** Choose background music or sound effects that complement the historical theme of the video. Select music that evokes the appropriate mood and atmosphere for the landmark showcased in the video. Ensure that the music enhances the overall viewing experience without overpowering the narration or visual content.

9. **Review and Revision:** Review the completed video multiple times to check for any errors, inconsistencies, or areas for improvement. Solicit feedback from peers or mentors to gain different perspectives on the video's effectiveness. Make necessary revisions to enhance clarity, pacing, and overall quality based on feedback received.

10. **Finalization:** Once the video is finalized, export it into a suitable format and resolution. Ensure that the video adheres to the time limitation of minimum 5 minutes and maximum 7 minutes. Trim or adjust the content as necessary to meet the time requirement without sacrificing the quality or coherence of the video.

11. **Submission:** Submit the completed video to the instructor as per the submission guidelines provided. Ensure that the submission is made before the end of the semester, as the instructor will determine the submission deadline.

Below is the rubric we will use to check your output.

Scoring Rubric					
Component	**Advanced 25**	**Proficient 20**	**Basic 15**	**Below Basic 10**	**Score 100**
Content Quality	The video presents historically accurate information, effectively demonstrating the significance of each landmark with engaging storytelling and	The video accurately conveys the significance of each landmark, maintaining audience engagement with clear narration and relevant	The video presents somewhat accurate information but lacks depth in conveying the significance of each landmark, resulting in	The video contains significant historical inaccuracies and fails to effectively convey the significance of the landmarks, resulting in minimal audience engagement.	

	insightful commentary.	visuals.	limited audience engagement.		
Music and Sound Design (Suitability and Integration of Music)	The background music and sound effects are perfectly tailored to the theme and mood of the video, seamlessly integrated to enhance storytelling without overshadowing other elements, thus elevating the overall viewing experience.	Generally, the background music and sound effects complement the theme and mood of the video, although occasional mismatches or distractions may occur due to integration issues.	The background music and sound effects somewhat align with the theme and mood of the video, but their suitability and integration may feel inconsistent or intrusive, affecting the overall presentation.	The background music and sound effects are poorly suited to the theme and mood of the video, and their integration is disruptive, significantly detracting from the viewing experience.	
Narration/Dialogue (Clarity, Alignment, and Voice Quality)	The narration/dialogue is exceptionally clear, coherent, and well-aligned with the content, effectively conveying historical information and significance. The voice quality is engaging, maintaining audience attention throughout the video.	The narration/dialogue is clear and generally aligned with the content, though occasional pacing issues or lapses in clarity may occur. The voice quality is pleasant and engaging, with minor lapses in delivery.	The narration/dialogue is somewhat clear and aligned with the content, but lacks depth or consistent engagement. The voice quality is generally clear but may lack expression, leading to occasional disengagement.	The narration/dialogue is unclear, disjointed, or poorly aligned with the content, hindering audience understanding. The voice quality is unpleasant or lacks expression, resulting in significant disengagement.	
Overall Presentation (Quality and Impact)	The video showcases a high level of professionalism across all production aspects, including editing, transitions, and overall presentation, leaving a lasting impression on the audience and	The video generally maintains professionalism in production, with occasional minor issues in editing or presentation. It appeals to the audience, although there might be sporadic moments of	The video demonstrates some professionalism in production, but noticeable flaws or inconsistencies may detract from the overall presentation. It struggles to maintain	The video lacks professionalism in production, with significant flaws or errors in editing and presentation. It fails to captivate the audience or maintain their interest, and significant deviations from the specified time limitation result in pacing issues or	

GEN004: Readings in Philippine History
THIRD PERIODICAL EXAMINATION

	compelling them to revisit the landmarks showcased, while adhering to the specified time limitation.	disinterest or lack of engagement, while mostly adhering to the specified time limitation.	audience interest, and there's little attempt to captivate viewers or leave a lasting impression, with deviations from the specified time limitation affecting the viewing experience.	content overload, significantly detracting from the overall presentation.	
				Total Score	

Teacher's Signature: _____

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