**First Asia Institute of Technology and Humanities**

**College of Computing and Information Technology**

**Media Production**

**ACTIVITY 3 - Advertising commercial jingle**

**Student Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task Description:** Students will work together in assigned teams to create a video activity which is a remake of advertising commercial jingle... The presentation should include appropriate photographs, video, and music. The final activity should be .avi or .mp4 format.

**Requirement:**

**Subject**

• is interesting

• is relevant to audience

• is entertaining

Concept Score \_\_\_\_\_\_ out of 15

**Content**

• Presents interesting information

• Images and/ or graphics relate well to content

Content Score \_\_\_\_\_\_ out of 10

**Technical Aspects**

• Camera is stable, smooth movements and pans

• Subject is framed well, images are well composed

• Subject is lit and clearly visible

• Sound is clear and understandable

• Video is edited effectively, flows well

• Transitions are used effectively

• Project was completed in a timely manner

Content Score \_\_\_\_\_\_ out of 35

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ACTIVITY | Exemplary | Proficient | Partially Proficient | Incomplete | POINTS |
| Concept | 15-20 points  Has a clear picture of what they are trying to achieve. Adequate description of what they are trying to do and generally how his/her work will contribute to the final project. | 10-14 points  Has a fairly clear picture of what they are trying to achieve. Can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final project. | 5-9 points  Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined. | 0-4 points  Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met. |  |
| Content/ Organization | 15-20 points  The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. A rich variety of supporting information in the video contributes to the understanding of the project’s main idea. Events and messages are presented in a logical order. Includes properly cited sources. | 10-14 points  Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project’s main idea. Details are logical and persuasive information is effectively used. The content includes a clear point of view with a progression of ideas and supporting information. Includes properly cited sources. | 5-9 points  The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea. Includes few citations and few facts. | 0-4 points  Content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information and only one or two facts about the topic are articulated. Information is incorrect, out of date, or incomplete. No citations included. |  |
| Quality | 12-15 points  Movie was completed and had all required elements. The video was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used. | 8-11 points  Movie was completed and contained all required items. Editing was not done as well as it should have been. Some poor shots remain. Movie is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect. | 4-7 points  Movie was made, but had very little if any editing. Many poor shots remain. Video was very fragmented and choppy with little to no audio reinforcement. | 0-3 points  There was no movie, or tape was totally unedited with no transitions or audio support of any kind. |  |
| Teamwork | 12-15 points  Student met and had discussions regularly. All students on the team contributed to the discussion and were part of the final project. Team members showed respect with each other. | 8-11 points  Students met and had discussions regularly. Most of the students on the team contributed to the discussion and were part of the final project. Team members mostly showed respect with each other. | 4-7 points  Only a couple of team meetings were held. Most of the students on the team contributed at some level, but a majority of the work was done by one or two. | 0-3 points  Meetings were not held and/or some of the team members did not contribute at all to the project. Low levels of respect were evident within the team. |  |
| Timeliness | 12-15 points  All project deadlines were met. | 8-11 points  Most project deadlines were met. Those that were late did not have significant impact on the finished project. | 4-7 points  Many project deadlines were not met, resulting in some impact on the finished project. | 0-3 points  Deadlines were regularly missed, having a significant impact on the final project. |  |
| **Final Score** |  |  |  |  |  |