# English Conversation and Composition

# Fall 2013.

**English Language Video** **Project**.

Task: Create a 30 second video advertisement for the DongA University English Program.

General Guidelines:

1. Create a 30 second (1 minute max) commercial. Be creative and work together.
2. The project does not have to deal specifically with topics we have discussed in class or language we have studied in class, but feel free to use them if you like. It does need to be done completely in English.
3. You may use any costumes, locations, props or methods. You can use a video camera or your cell phone to shoot the video. (But a good camera will really help.)

Group Roles:

1. After creating your group, you should decide who will be the director. This person will manage the group.
2. Every member of the group should participate in the writing process and everyone in the group should help with the video as an actor, cameraperson, or director.
3. One person will probably be primarily involved in shooting the video and editing it. The editor will have a lot of work to do so help them as much as possible.

Production Instructions:

1. Form a group and choose a director and photographer/editor.
2. Decide what kind of video you want to make and then talk about some ideas for your video.
3. Make a storyboard (a simple cartoon showing the scenes of your video) and begin writing your script. I will be checking your work at every point.
4. Act out your script before you begin shooting. During this part you may want to change the story and/or script. That is ok. Before you begin shooting I will edit your script to make sure that there are no mistakes.
5. Begin shooting. As much as possible, you should try to use real locations and props. If you are shooting a scene in a restaurant, go to a restaurant to shoot it. That will make a better video. If you are shooting a sword fight, get some swords! (please be careful). Make sure to shoot in places that are quiet, however. A lot of background noise can ruin a scene.
6. Edit the video. This involves putting the scenes together and adding music and titles. There are several good free video editors out there, but Windows Movie Maker is probably the simplest.
7. Upload your video to YouTube and send the link to me at [cyanocitta@gmail.com](mailto:cyanocitta@gmail.com).

Assessment and Grading:

1. Creativity and Project Design: 5 points
2. Language Skills (Writing and Speaking): 5 points
3. Editing and Production Quality: 5 points
4. Final Product: 5 Points

Workflow and Deadlines:

1. Present your ideas and show your storyboard: \_\_\_\_\_\_\_\_\_\_\_\_
2. Hand in a rough draft of your script: \_\_\_\_\_\_\_\_\_\_\_\_\_
3. Final revision of the script: \_\_\_\_\_\_\_\_\_\_\_\_
4. Video due: \_\_\_\_\_\_\_\_\_\_\_\_\_

Any questions: Email [joeteacher.donga@gmail.com](mailto:cyanocitta@gmail.com) or visit my office [A1116].