



Moving Images:

Bringing the world closer

Making a promotional video / Teachers notes

Focus

This activity is designed to allow students to actually use digital video technology rather than merely read about it. It is a creative project which requires them to think about what they are trying to do and how best to do it.

Objectives

Students will:

- produce a video report about an event or scientific discovery.

Outcomes

All students will:

- produce a video.

Most students will also:

- produce a scripted video with some editing.

Some students will also:

- produce a scripted video with a clear message and multiple camera shots.

Equipment

- Worksheet: *Making a promotional video* (1 copy per student).
 - Access to digital video cameras and suitable computers running editing software.
 - A digital whiteboard or projector would be useful to show the finished clips.
- The exact file format to save the video clips must be decided in advance and will depend on the mix of computers and software available to use. As a good rule of thumb use Quicktime or any Quicktime-compatible format wherever possible. Quicktime is available free from the Apple website www.apple.com/quicktime.

Running the activity

This is potentially a technically-demanding activity and students must be encouraged not to worry too much about the technical quality of the video. Good ideas which meet the brief is better than a technically perfect clip that is boring or inaccurate.

Many computers are now equipped with microphones and these are adequate for this task. Mixing and editing of video files is more demanding. Apple Macs all come with free editing programmes like iMovie or Quicktime player (the Pro version is useful) loaded. There are a number of programs for Windows machines as well although these may need to be downloaded from the internet.

Ensure students have adequate time to create their videos - and many will certainly be keen to work on these at home. Splitting the activity over a number of lessons may be a useful strategy.