



Anatomy of a Video Project

Each production involves a combination of activities which may include: videotaping, graphics design, photography, motion graphics, music and sound design, voiceovers, captioning, sound sweetening, rendering for web streaming, rendering for DVD production, DVD interactive programming, scriptwriting and storyboarding.

Every full project may contain hundreds of individually produced media elements including prior edited sequences. All the media elements are taped or photographed in District 75. Depending on the nature of the project the "construction" of a piece may take a week or several months. For example, the project "Understanding the Hidden Child," there are 96 media elements, 152 digitized video and photo files, and 143 rendered files. Each of these files resides in a specific "time" spot on any one of 17 audio, text and video layers. Each file has properties that are controlled. Some of these properties are volume, opacity, color temperature, tint, motion, speed, or chromakeyed (just to give a few examples). Every second, every frame of every sequence is planned and edited, revised, filtered and reviewed. The goal is to have every element of the video contribute to the idea it's intended to communicate. Before any taping is begun a quick production meeting clarifies the audience and the essential question. With any luck no one will notice the how the movie was made, just what it intends to say.

Video Project Essentials:

Production Goals:

If a project is selected for video production it is important to have a brief production meeting to establish the following elements:

- Who is your audience (students, staff, parents, community, everyone)?
- What is your essential question (the question this video will answer)?
- What is your primary format for distribution (dvd, web)?

Contact Information:

School Name and Address
Contact Person
Phone
Email

Media Consent:

ALL MEDIA CONSENT FORMS MUST BE SUBMITTED BEFORE FILMING!!! The media consent form may be downloaded from http://schools.nyc.gov/Academics/SpecialEducation/D75/info_resources/default.htm

Credits:

To expedite the completion of a video project please be prepared to submit the names, correctly spelled, of the staff involved in the video. If any students are identified use only the first name.

Questions?

Susan Abdulezer
sabdule@schools.nyc.gov