



Video Arts 1: Beginning Video.

Mr. Hansen, room H-1 and H-2

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Beginning Video Arts literally starts at the beginning and requires no former knowledge or experience with media, video editing, cameras, etc. All equipment and software is provided, free of charge. During the pandemic, the class will utilize their cell phones as video cameras. On-Line software has been provided via their Google Accounts and comes with tutorials, stock media, music, and many other tools and resources to help them be successful. As soon as they return, students will upgrade their filming and editing experience to more professional levels using Canon DSLRs, wireless mics, lights, and the Adobe Suite of software. We miss them all like crazy and can't wait for their return.

Segment 1: Frame composition. Framing a shot, shooting techniques and Point of View.

Segment 2: Editing using "WeVideo" software. How to trim and blend photos and video mix music and sound effects, and create titles on screen.

Segment 3: The PSA (Public Service Announcement). How to craft a meaningful message that catches an audience's attention and creates a desire for positive change.

Segment 4: Green Screen and Special Effects. Using Video Filters, and special effects in video editing, a three-minute short film will be created, with a solid storyline.

STORY. FILM THEORY. FILM CRITIQUE:

Segment 5: Story Development: In this short break from editing and technical the art of storytelling, scriptwriting and historical perspective on the power of storytelling is explored.

Segment 6: Scriptwriting: Screenplay formatting will be taught. A short script using Industry formatting will be assigned.

It is NOT a script for class production. This allows complete freedom to write any genre, any language, in any time period.

Segment 7: Film Critique. Two Films will be chosen to watch. (watched at home. Students without ability to access the films, will be provided films at no cost, or given alternatives). Films will be discussed, written about, and explored for social significance and story structure.

- *Note. See relevant Parental Waiver regarding film content. Page 2 at bottom.*

Segment 8. Sound Design, editing, and production. A project done completely using sound, no video, no music, and no voices or dialog will challenge students and reinforce to them the power of sound and music for emotional connections. Students must tell a short story, through a series of actions, using nothing but created sound effects, and ambient sounds.

WINTER BREAK

Segment 9: Film Festival: BIG PROJECT: With all the skills and knowledge acquired in Semester 1, students will now write, storyboard, shoot, direct and edit a short film of two to five minutes, for consideration in the 2021 Sonoma International Film Festival. This is a two month-long project broken into segments: graded and supervised throughout.

Segment 10: Spring 2021: Advertising: Careers in advertising will be explored. Teams will be created to create entire advertising campaigns, using media, writing copy, slogans, print media (Photoshop will be taught) and more. The final grade is based on a comprehensive campaign, ending with a presentation to the class - pitching their project and products.

Segment 11: End of year. Freedom to explore small personal projects is allowed. Time permitting a deeper look at Film history, significant films and genres of cultural importance, exploration of documentaries, foreign cinema and other area of film and media.

Parental Waiver:

Some content viewed and explored in class may be “R” rated. The primary reason for the rating is typically based on language, and or themes, including drug abuse, suicide, identity issues, and other subject matter related to a teen demographic. Examples: Dead Poet’s Society, an important coming of age story, students love and find inspiration from. Greenbook: Oscar-award winning film dealing with racism in the 1960s America. Any “R” rated films will ONLY be shown if and when students are back in class, allowing for careful monitoring, discussion, and proper context. *Parents and student may always opt out of any film, for any reason* and be given an alternative movie of their choice. This request needs to come in writing. A simple email and a my reply will excuse them from the film watching experience.

NOTE: Please email me with any concerns early in the semester so we may properly position your son/daughter or charge for the safest, best possible experience when it comes to viewing and understanding films and their importance in our society.

ADVANCED VIDEO – YEAR TWO: Should any student consider taking **ADVANCED Video** arts - year two, their experience will involve much of the same as above, but at a much deeper, level. It also includes: broadcast media, television news, writing for television, podcasting, radio announcing, studio controls and design and lighting for set and stage.

THE END

