



3D Animation/Video

Project #1: Making an Infomercial

Due Date: May 7th

Objective: To use your skills and knowledge of Video production to create a commercial for the photography classes at PHS.

Requirements:

1. Must be between 3-5 minutes long.
2. Must include the following techniques:
 - a. Text
 - b. Transitions
 - c. Music and/or sound effects
 - d. Use of Green Screen
 - e. One other technique that you learn on your own.
3. Subject is the Photography program at PHS you will need to have the following classes incorporated within the infomercial.
 - a. Digital Photography
 - i. Cameras
 - ii. Photoshop
 - b. Commercial 1 & 2
 - i. Lighting
 - ii. Portraiture
 - iii. Desktop Product photography
 - c. Portfolio
 - i. Creation of work for a portfolio
4. Scenes needed for the infomercial
 - a. Students working on their images.
 - b. Students and teacher interaction.
 - c. Students and Students interactions.
 - d. Student's images.
5. Audience:
 - a. Teenagers from the age of 14-18
 - b. Parents with teenagers

Grading Criteria:

1. Technical Quality of the video- 10 pts.
2. Requirements- 15 pts
3. Effort- 10 pts.
4. Audience appeal- 10 pts.
5. Professional attitude- 5 pts.
50 pts. possible