

Visual Poetry

Objective: Create a video that pairs a poem with audio and video to highlight the poem's message.

Procedure:

- Find a poem, lyrics, scripture, excerpt, etc.
- Record yourself narrating the poem using inflection, pace and tone of voice.
- Find an instrumental song to pair with the poem. Lay the song audio under your narration.
- Create a shot list to organize your video recording process.
- Film your own original videos to pair with the poem and song.
- Video clips must match the theme of the poem.
- Coordinate video clips with your poem.
- Use various editing features to enhance the look and feel of your poem. Ie. color correction, slow motion, etc.
- Video and audio should enhance the message of the poem.

Guidelines:

- Video is between 1:30 and 2:00 minutes.
- Include intro and exit slide.
- Use multiple camera angles.
- No unintentional shaky footage.
- Audio levels should be at -6.
- Title slides throughout are optional.
- Color correction and other effects are optional, but encouraged.
- Must be school appropriate.
- Background music is instrumental.
- Music does not overpower the narrating.
- Video is exported in HD 1080p 29.97
- Video is copied to the FINALS folder on time.

Visual Poetry: Due October 9th, 2017

				Comments
Plot	Video does not flow, makes little sense and/or the music is distracting. Purpose is not established. 3	Over half of the video flows, makes sense, some distractions, purpose is established 5	The video flows and makes sense. No distractions. Purpose is clear and appropriate 7	
Music/Audio	Song is not appropriate. Audio levels are too high or low. 3	Song is mostly appropriate. Good audio levels. Transitions are smooth. 5	Song is appropriate. Good transitions. Near perfect audio levels. 7	
Camera Shots	The video displays little thought into shot composition and/or sound design and editing. Lacks direction, no focus, etc. 5	The video mostly uses shot composition and editing choices well. Lacks a few key areas that could easily be improved. (sloppy camera position, shaky zoom ins, shots out of focus, bad cuts, etc.) 7	The video effectively uses good camera shots and angles with appropriate editing of a commercial to successfully communicate the purpose to the target audience. (No shaky zoom ins) 10	
Time	Video is under 1:30 minutes or over 2:00 minutes 2		Video is between 1:30-2:00 minutes 5	
Editing	Editing is sloppy and distracts from the flow of the commercial. Too many transitions. Jump cuts. Clips are not trimmed. Music is not edited to fit scenes. Audio levels are too high or too low. 5	Most of the video is edited effectively. Some clips do not flow. Few jump cuts. Most music is edited to fit the film. Audio levels don't exceed -6 on most of the video. 7	Video is edited in an effective and proper manner so that the video is easy to understand from shot to shot. Music, sound, transitions, and effects are purposeful and effective. They enhance content not distract. No jump cuts. Clips are trimmed 10	

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<p>Creativity/Originality</p>	<p>Video is a rehash of other people's ideas and/or dialog and shows very little attempt at original thought. The video shows very little effort and creativity during the presentation; lack of focus during preparation and filming.</p> <p style="text-align: center;">5</p>	<p>Video shows an attempt at originality and inventiveness in part of the presentation. The video shows some effort and creativity during the presentation; lack of focus during preparation and filming.</p> <p style="text-align: center;">7</p>	<p>Video shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way. The video shows high levels of effort and creativity during preparation and filming.</p> <p style="text-align: center;">10</p>	
<p>Text (grammar, spelling, punctuation)</p>	<p>Multiple grammar, spelling or punctuation mistakes. Hard to find final video. Not in correct folder.</p> <p style="text-align: center;">3</p>	<p>Few grammar, spelling or punctuation mistakes. Saved in your folder, but not sub folder of Personal Narrative</p> <p style="text-align: center;">5</p>	<p>No grammar, spelling or punctuation mistakes. Saved in the correct folder.</p> <p style="text-align: center;">7</p>	
<p>Effort/time management</p>	<p>Did not use class time well. Did not put effort into the video making process. Was absent more than 3 times during filming. Rush a bad video at the end.</p> <p style="text-align: center;">3</p>	<p>Used class time well some of the time. Contributed a few ideas to the group. Absent twice during production. Exported the video with obvious mistakes.</p> <p style="text-align: center;">5</p>	<p>Used class time well. Was an active member of the group. Was present for all days of production. Proofed the video before it was exported. Tried.</p> <p style="text-align: center;">10</p>	
			<p>Score</p>	<p style="text-align: right;">/70</p>

Comments: