Final Assignment: 30-Second Video

For this final assignment of the course, you will create a 30-second video of your choice which pulls together everything you've learned about media studies. Time to get really creative!

Here are some ideas for your video:

* PSA (public service announcement) – possibly for a local charity or agency like the SPCA
* Movie trailer – for example, for an imaginary movie, or a spoof for a real one
* TV or Internet commercial – perhaps for a band's new album, or for an imaginary product or service
* News report – for example, a serious news item about a real event, or a parody of the news
* Your own idea (on approval)

Your video can be based on an actual or fictional product, service or event. It can be animated or consist of a slideshow. You may use several video clips mashed up into one, or even use stop-motion animation.

What's important is your message, and how you plan and convey it to your audience. **Your mark will depend on how well you demonstrate what you've learned in the course**. You will demonstrate this by planning the appropriate images, approaches, techniques and message (or claim) for your particular video. Your work will include these three parts:

1. Your "pitch" (your idea and plan) for approval. *See attachment for* ***Pitch Proposal Form*.**
2. A storyboard that clearly shows your planning. You will also provide constructive input on two other students' storyboards.
3. Your final video product.

Before you get started, read the attached ***Assignment Rubric*** that describes how you can earn full marks for your work. **Refer to this rubric often as you proceed.**