



PAN AFRICA CHRISTIAN UNIVERSITY
JMS 300 – VIDEO TECHNIQUES
DECEMBER 2022 SEMESTER
FINAL PROJECT (40%)

TWO/THREE VIDEO CAMERAS PUBLIC SERVICE ANNOUNCEMENTS – GROUP WORK

Description: Students will record three 30 seconds PSAs projects. The projects should address three significant local public service issues that present a challenge or obstacle for the students on a regular basis.

Instructions:

- This is a multi-camera production- Use two or three cameras simultaneously
- Research well on the issues to be presented, set up your main objectives and brainstorm for fresh ideas
- Appropriately frame the subjects or objects.
- Incorporate A-Roll and B-Roll shots
- Use lapel mics and record correct audio levels (voice over) without wind-noise.
- Edit the video into a story with a flow with different camera angles and shots

Submission requirements:

1. Each student will be required to submit their own copies of the videos independently on the LMS in the respective Assignment section.

2. Submit a MS Word document (Evaluation Report) that evaluates the whole process, discussing the challenges, lessons learnt and opportunities available from such a project.

Evaluation will be based on the rubric below:

Excellent (E)= 5mks, Very Good (VG)= 4mks, Good (G)= 3mks, Trial (T)= 2mks, Weak (W)= 1mk, Fail (F)=0.

Marking Criteria		E(5)	VG(4)	G(3)	T(2)	W(1)	F(0)	Mark
1.	Content • Is creative and appealing (5mks) • Flow/continuity of the video (5mks) • Length (30secs each) (5mks) • Information value (research & correctness) (5mks)							
2.	Shooting (10mks) • Appropriateness of shots - use/functions (5mks) • Shot composition and variety (5mks)							
3.	Sound Quality							

	• Sound levels consistency (5mks) • Noise management (5mks)							
4.	Editing of the content							
	• The video is relevant to the target audiences (5mks)							
	• Introduction and Ending (2mks)							
	• Title/Titling- There is a visible house style i.e. unity in the typefaces and close relation of the type colours (2mks)							
	• Content flow & Continuity (2mks)							
	• Transitions/lining of shots (2mks)							
	• Background Music and Sound Effects (2mks)							
5.	Camera Techniques (Exposure/Focus) - All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention. (10mks)							
6.	A Written Brief (individual submissions) Brief must explain;							
	• The target audience, and the relevance of the video to the							

	target audience (5mks)							
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