

## Serif MoviePlus Project 2



### Location, location, location?

#### Project brief

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A cable TV holiday channel in an English speaking country outside the UK is commissioning a series of five-minute videos, called *Take-5 UK*, to encourage tourists to visit different parts of Britain. You have been asked to produce a programme about your home town/city/area for the series. It should be pitched at one of three groups of potential holidaymakers: families with young children, the over 60s, or backpackers on a tight budget. The film should feature the top five attractions for your target group and be presented in a style that will appeal to that audience.

#### Curriculum focus

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**Geography** – *Unit 1: Making connections; Unit 19: Tourism – good or bad?*

**Citizenship** – *Unit 4: Britain - a diverse society? Section 3: What is my local community like?*

**KS3NS English framework** - *Year 7 Text & sentence level, Writing 15 – Write to persuade, argue, advise; Drama 16 - Work collaboratively to devise and present scripted and unscripted pieces, which maintain the attention of an audience.*

#### Movie genre

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Documentary or holiday programme format.

#### Learning objectives

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- To research the local community, in particular its potential as a tourist venue
- To identify the top five visitor attractions that would appeal to a particular consumer group
- To present information about the visitor attractions in a format and style that take account of the target audience
- To develop a persuasive screenplay
- To use MoviePlus to edit the movie
- To capture a range of media including archive photographs, maps, audio, commentary, video footage to enhance the movie
- To keep to strict time limits and edit all footage into a five-minute video with an introduction and links

#### What you need

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|---------------------------------|-----------------------|
| - DV camera and tapes           | - External microphone |
| - Tripod (optional)             | - Serif MoviePlus     |
| - Archive/other photos and maps |                       |

#### Project outline

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##### Pre-production

- After voting to select which group of holidaymakers to target, the whole class could brainstorm key holiday requirements of their chosen group and draw up a shortlist of distinctive local attractions that they feel would meet their needs.
- Divide the class into six production teams. Five of the groups should be allocated one of the agreed top tourist spots each to research. Their brief is to research, script, film and edit a fifty-second clip about it.
- The sixth group is a directorial team in charge of selecting a programme presenter and preparing a cohesive, carefully timed overall structure for the programme, comprising a 15-second intro, 4 five-second links, and a five-second ending to round the programme off. They should also storyboard five-second opening and closing credits to the programme. (See table below for a summary of timings)
- Teams could also prepare to film some footage on location if possible and to shoot brief 'vox pop' interviews with local people to add variety to their pitch. If location filming is not practicable, pupils could collect still images, including scanned maps and historical photos, which can be dropped onto the timeline in the same way as video clips. Interviews could be conducted with pupils or staff as an in-house alternative.

Item	Timescale
Opening credits	5 secs
Intro	15 secs
Clip 1	50 secs
Link	5 secs
Clip 2	50 secs
Link	5 secs
Clip 3	50 secs
Link	5 secs
Clip 4	50 secs
Link	5 secs
Clip 5	50 secs
Ending	5 secs
Closing credits	5 secs
<b>TOTAL</b>	300 secs/ 5 mins

### Production

- Each team should be responsible for filming their own segment(s) of the programme either on location, or in a mock studio set up.
- Film the footage using a variety of shots and viewpoints, including nobby shots of the interviewer if appropriate.
- The links should be scripted and filmed AFTER the other clips have been edited.

### Post-production

- Make a project folder. If a major part of the visual material is sourced by still images and scans, you may want to create a separate folder for each visitor attraction inside the project folder.
- Individual teams should have the opportunity to edit their own clips.
- Connect your camera to a suitable PC, making sure it's set to Playback mode. Open MoviePlus, select Start from scratch on the *Startup* menu and choose a suitable project setting – either DV PAL or DV PAL Widescreen are standard UK formats. Choose as high a resolution and quality as possible at this stage: the movie can be resized and compressed later.
- To transfer your video footage from your camera to your PC, choose *Capture* from the Tools menu or click the *Capture* button, then use the controls under the preview window to play and pause the tape in your camera to find the footage you want to use. Choose whether to save all your scenes as separate files (recommended) by clicking in the *Split files by scene* check box. MoviePlus will automatically name and number your files.
- Start to play your video source a couple of seconds before the point at which you want it to start, then click Record. Click Pause if you want to fast forward to another part of the tape, then Pause again to resume recording. Click Stop when you have all the scenes you need.
- Name your project and save it.
- Use the Explorer pane to navigate to the assets you have saved. Log the clips you have captured and select the key ones. Drag these key clips and your stills or other assets to the Timeline. Use the skills learned in the introductory lesson to sequence and edit the movie:
  - i. drag and drop video clips onto Video Track 1 or 2, and sound files to Audio Track 1 on the Timeline [**Lab 2: Video sources**];
  - ii. play back, rewind and pause a sequence [**Lab 3: Previewing your project**];
  - iii. zoom in on the Timeline to view it in greater detail [**Lab 2: Video sources**];
- Preview the movie regularly taking careful note of timings and trimming clips by adjusting the start and end points.
- When the 5 segments are edited the directorial team can film and edit the intro, links etc.
- When you are happy with your movie select the Export button on the Standard toolbar and choose MPEG Video (\*.mpg) as the file type, VCD PAL from the template list and set the export Quality to High, then click the Export button. When MoviePlus finishes composing your movie you will be able to view it in your computer's default media player.

### **Extension/differentiation**

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- ☆ During editing introduce a suitable special effect into the video such as using **Transforms** to create a movie-in-a-movie (page 90 *MoviePlus Companion*); or a resized **Video Overlay** to present a clip over other background footage e.g. filmed footage in place of a still photograph in a holiday brochure or picture on the wall (page 108 *MoviePlus Companion*).
- ☆ Use DTP (desktop publishing) software such as PagePlus to create a folded holiday brochure to present the information in your programme in a different format.

### **Criteria for success**

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- Pupils identified important features of their locality.
- They created a programme that reflected the task appropriately and addressed the target group persuasively.
- They kept to agreed time limits.
- The approach and format were fitting.
- Camera work was good and used a variety of shots.
- Pupils used a range of media to enhance the movie
- Editing had good pace and included different types of cut, cutaways, transitions, links and voiceover as appropriate.
- The groups collaborated well and the directorial team managed the project successfully.