

Serif MoviePlus Project 6



'Brainy Breakfasts' campaign

Project brief

Your school is planning a Healthy Lifestyle week. The school is concerned about the number of pupils who have no breakfast at all and those who fill up on crisps, chocolate, fizzy drinks and other fast foods in the morning. Researchers have shown* that a junk breakfast can "leave 16-year-olds with the mental reaction times of a 70-year-old". Your class has been asked to contribute a series of short videos on the theme "Brainy Breakfasts", demonstrating to other pupils how to make a range of cheap, but nutritious and quick breakfast snacks and drinks themselves. The videos will be shown in assemblies and during open evenings, as well as being published on the school website.

*Ref: TES Special Supplement 'School Food' – 16/01/2004
<http://www.sheu.org.uk/pubs/brains.htm>

This project could easily be adapted to create different types of instructional video throughout the curriculum, including demonstrating different processes in art and design, science experiments, ICT skills, and DT – textiles or resistant materials DMA skills. These could build into a skills library.

Curriculum focus

ICT – Unit 2: Information and presentation

Science – Unit 8A: Food and digestion; Unit 9B: Fit and healthy

D & T – Unit 07bi Designing and making for yourself, Focus: food

KS3NS English Framework – Year 7: Speaking 4; Year 8: Speaking 5

Movie genre

Instructional video, public information broadcast, or 'mentoring' TV format e.g. *10 Years Younger*, *You are what you eat*, *What not to wear*.

Learning objectives

- To design and make a prototype for a healthy snack or drink which will appeal to the target age group, and which will be simple enough for them to make themselves
- To understand how different foods can be combined to produce a balanced diet for a healthier lifestyle and how eating a healthy breakfast can improve performance
- To recognise that instructions and demonstrations have to follow a clear visual sequence and be framed in language that communicates effectively with the target audience
- To make the movie using a variety of video techniques
- To use MoviePlus to edit the video
- To export the movie in a suitable format for viewing

What you need

- DV camera and tapes
- Tripod (optional, but recommended)
- External microphone (optional, but recommended)
- Ingredients and kitchen implements
- Serif MoviePlus

Project outline

Pre-production

- Play and discuss some examples of instructional videos or cooking programmes before brainstorming key characteristics of the genre with the whole class.
 - Divide the class into a main editorial team and several product teams. The editorial team should be responsible for creating the overall format of the movie, including an introduction, cutaway shots, links, continuity, credits and general production management, although the format should be agreed by the whole class from the outset. The product teams should each be responsible for a single recipe – from DMA (Design and Make Assignment), through to scripting and filming the demonstration.
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Serif MoviePlus Projects

- Product teams research, storyboard and script their sections. They might use a format where a “talking head”, or expert, speaks to camera, giving the instructions clearly (the primary scene) with cutaways to close ups of the demonstration and a common audio track.
- The production team should plan ways in which relevant research data could be presented effectively to the target audience e.g. 40 per cent of secondary schoolgirls do not have any breakfast, often because of worries about putting on weight; a continuing survey of what children eat for breakfast has been matched against SATs results, seeming to show a connection between eating a healthy breakfast and achieving a higher result. (TES Special Supplement 'School Food' – 16/01/2004)

Production

- Film the individual sections using a variety of camera techniques, including talking head shots to camera and close up shots of the actual steps being demonstrated. The talking head shots could be filmed in a couple of takes and the accompanying demonstration videoed separately.
- Try to minimise unwanted ambient sound (ambience) and use an external microphone if possible to maximise the audio you do want to record (source): this is known as maximising the source/ambience ratio.
- Shoot footage for cutaways, including typical junk breakfasts, tired pupils in class, active individuals, and healthy ingredients.
- Take still shots of diagrams, charts, ingredients with a digital camera or with the still feature on the DV camera.

Post-production

- Make a project folder for each group with another folder inside it called *project_assets*. Save still images to this folder.
- 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 skills learned in the introductory lesson to sequence and rough edit the movie:
 - a. drag and drop video clips onto Video Track 1 or 2 on the Timeline [**Lab 2: Video sources**];
 - b. play back, rewind and pause a sequence [**Lab 3: Previewing your project**];
 - c. zoom in on the Timeline to view it in greater detail [**Lab 2: Video sources**];
 - d. trim a clip by adjusting its start and end points. [**Lab 4: Trimming your video**]
- Preview and save the movie regularly.
- The editorial team should be responsible for the final cut, including introduction, links and credits, but the product teams could edit their own segments.
- 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

- ☆ Design a set of recipe cards to promote your *Brainy Breakfasts*' campaign using Serif PagePlus.

Criteria for success

- The project was well-researched
 - Instructions were clear and easy to follow
 - The campaign had appeal for the target audience
 - Editing techniques enhanced the message and created overall continuity
 - The group collaborated well as a team.
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