VIDEO
Music Video
Overview

GOAL: Produce a music video using video and images with music and other audio sounds to develop the interest for a product or to tell a story.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Import sound files. D2	1.4, 1.8	Determine a theme for a story or product and produce a music video with video and other images using video editing software. Use music, audio, and sound files as the background for the images/video. Your final product should be at least 60 seconds but not longer than 90 seconds and include 2 to 4 audio files and 2 to 4 video/image clips. Use copyright guidelines in the production of your music video. Edit sound files and video clips for the final product. Proofread and correct the text credit information. Copy the files to another medium as directed by the instructor.	Use the *Music Video* assessment to evaluate the video clips and images captured and the effective manipulation of these files; the sound and audio quality; the length of the production; and file management. Assess the text credit information for correction of errors and typos. Evaluate the transfer of files to a CD or some other medium as directed by the instructor. Also evaluate the overall video and audio production for the story line or theme as being representative of the written plan to sell a product or tell a story.
Access and capture recorded and live audio from a variety of sources (e.g., laser disk, CD-ROM, video, microphone). D4	1.4, 1.8		
Edit sound files. D5	1.4, 1.8, 2.2		
Access and capture video clips from a variety of sources (e.g., laser disk, CD-ROM, video camera). E1	1.4, 1.8		
Alter frames per second. E3	1.4, 1.8		
Transfer digital video output to other media (e.g., videotape, disk, CD-ROM, Web page). E5	1.4, 1.8		
Create scanned images. C1	1.4, 1.8		
Manipulate scanned images (e.g., resizing, cropping, scaling, rotating). C3	1.4, 1.6		
Create digital camera images. C8	2.7		
Manage files. A7	1.4, 2.7		
Proofread and correct multimedia documents. A14	CA1, 2.2		

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
*Identify copyright and patent laws for multiple media (e.g., video, text, sound, pictures). B3	CA3, 1.5		

*Used to apply appropriate copyright guidelines.

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Teaching Points

Overview

MTV and commercials or advertisements for products and/or services are a few examples of how video and audio are used simultaneously to develop interest and/or tell a story. This assignment will allow students to create their own music video using audio clips from CDs, audio files, and video they record. The students are to develop a theme for a music video so that their production tells a story or sells a product.

Content Review

Review and/or demonstrate the following as needed:

1. Using pictures/images: scanning, file formats, resolutions
2. Manipulating graphics/images
3. Creating and using audio and sound files and audio effects
4. Ripping audio files
5. Using motion effects for still pictures and text
6. Using motion video

Activity Preparation

View samples of appropriate MTV productions, previous students' work, and/or commercials. Discuss the theme development and the sound/music selections used.

Direct students on how to use a video camera to record a classmate and have your classmate video you to display various themes, e.g., love, heartbreak, disappointment, joy, exercising, etc.

Discuss importing/capturing video footage into a computer.

Demonstrate the use of audio and sound files including procedures for manipulating and saving sound files.

Discuss the selection of images and video to support a theme and the use of appropriate audio and sound files as a background to images/movie productions with sound.

Resources

Supplies needed for the activity:

Video camera
Computer to capture video/motion shots

Audio and sound files
Head phones
Software for video and audio editing

<u>Web sites (and/or key words to use for search):</u>

http://www.lsc.cc.mn.us/admin/tech/mnsat.htm
Creating an audio file

http://www.ccd.bnl.gov/visualization/docs/guides/audio_video.html
Adding audio to video files

http://www.tcaps.com/ht/audio/default.htm
Information on using and manipulating audio files

http://www.intel.com/support/peripherals/audioplayer/3kplayer/createfile.htm
Creating MP3 and/or WMA files

http://hotwired.lycos.com/webmonkey/multimedia/video/index.html

http://hotwired.lycos.com/webmonkey/multimedia/audio_mp3/

http://hotwired.lycos.com/webmonkey/01/10/index3a_page2.html?tw=multimedia
Webmonkey Web sites on audio, video, and multimedia

http://165.248.2.40/idl2000/savesound.html
Saving audio and video clips; includes information on citations

http://search.hotwired.com/webmonkey/default.asp?query=video
Make a selection from this site on video and other multimedia tutorials

http://pd.l2l.org/linktuts/multint.htm
Harvesting online sounds, images, videos and creating originals

http://www.library.georgetown.edu/dept/gelardin/guides/Premiere/
Capturing video using Adobe Premiere 6.0

http://www.macromedia.com/livedocs/flash/mx2004/main/11_soun2.htm
Sounds with Flash

http://olympus.het.brown.edu/cgi-bin/info2www?(cookbook)Editing+Sound
Selecting, converting, and editing sound files

http://www.rice.edu/fondren/erc/howto/cooledit.html
Using sound with Cool Edit

http://www.support.dsu.edu/multimedia/sound/wave-edit.htm
Editing sound files with .wav extension

http://www.blazeaudio.com/howto/edit-introduction.html
Tutorial on editing sound files

http://linux.oreillynet.com/pub/a/linux/2001/10/18/snd_parttwo.html?page=2
Editing sound in Linux

http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm#test
Fair use of copyrighted materials

Books, articles, and other resources:

Brown, T. (2004). *Cubase SX for Macintosh and Windows: Visual quickstart guide.*
    Berkeley, CA: Peachpit Press (Pearson Education).

Counts, E. L. (2004). *Multimedia design and production for students and teachers.*
    Boston, MA: Allyn and Bacon (Pearson Education).

Lich, B. (2003). *DVD burning solutions.* Boston, MA: Thomson Publishing.

Middleton, C. (2003). *Complete guide to digital audio*. Boston, MA: Thomson
    Publishing.

Roback, S. (2004). *Pro Tools 6 for Macintosh and Windows: Visual quickstart guide*.
    Berkeley, CA: Peachpit Press (Pearson Education).

Solomon, A.W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-
    Hill).

VIDEO
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Instructor's Approval Form

Music Video Theme _____

Instructor's Approval _____

Date _____

Submit this form with the instructor's signature when the assignment is complete.

VIDEO
Music Video
Assignment

Activity Preparation and Assignment

Using video/pictures for the visual, 2 to 4 audio files, and special effects, create a music video that will tell a story or sell a product. The production should be at least 60 seconds but not more than 90 seconds long. Create a project folder entitled [*insert your name*] *music video* to hold images, audio, video, and other project files.

Produce a music video using the following directions:

1. Determine a theme for the music video, key it, and have the theme approved by the instructor. (See Instructor's Approval Form.)

2. Gather *only* the content for the project:
    a.   Video recorded on a video camera
    b.   Pictures (Scan at 150 ppi resolution; save as TIFF files.)
    c.   Name video clips and other digital images with recognizable, easy-to-remember names and the order in which they will be used
    d.   Audio files.

3. Use 2 to 4 audio files to create the audio layer for your music video sequence.

4. Use appropriate fade techniques for audio files.

5. Once the audio track is put together the way you like it, place your video, pictures, and/or images over the appropriate audio.

6. Use different transition effects between each image/picture.

7. Save as a movie file and export the file to the project folder.

8. Copy the movie file to a CD, or other medium, as directed by instructor.

9. Submit a print screen of the files in the project folder in Details view and a print screen of your timeline from the video software.

Resources

Web sites (and/or keywords to use for search):

http://hotwired.lycos.com/webmonkey/multimedia/audio_mp3/

http://hotwired.lycos.com/webmonkey/01/10/index3a_page2.html?tw=multimedia
Webmonkey Web sites

Key words: *audio, video, CD burning, multimedia creation* and/or the word *tutorial* with
any of the key words

Student _____   Due Date _____   Date Submitted _____

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Assessment

Criteria	Excellent	Average	Poor
Captured Media (4) Quantity	**4** Quantity meets requirements	**3-1** Missing part of media	**0** Media not captured
Theme (6) Consistency	**6-5** Video, images and audio are relevant to theme	**4-3** Some media are not relevant	**2-0** Media inconsistent with theme/each other
Video Images (5)	**5-4** Quality video clips/images, appropriate and balanced	**3-2** Video clips/images may be shaky, inappropriate pan/tilt	**1-0** Video clips/images may be distorted in movie
Audio (5)	**5-4** Quality fades, quality audio, audio at same level	**3-2** Audio levels "jump" or quality audio not captured	**1-0** Audio levels inconsistent and of poor quality
Design of Titles (3) Readable text	**3** Readable typeface and size, contrast with background, inside safe-zones	**2** Type size too small or poor choice of typeface	**1-0** Unreadable and distracting text
Transitions (5)	**5** Different transition effects used between each video clip/image	**4-3** Missing a transition or duplicate transitions used	**2-0** Missing many transitions
Motion Settings (2)	**2** Motion settings professionally used on titles	**1** Speed or effects of motion distracts from video	**0** Motion settings not used
First Impression/Creativity (5)	**5-4** Original, creative, and catches viewers' interest	**3-2** Some effort evident, more creativity needed	**1-0** Lacks creativity

Student _____   Due Date _____   Date Submitted _____

Criteria	Excellent	Average	Poor
File Management (2)	**2** Project folder with subfolders appropriately organized	**1** File organization problem(s)	**0** Some files missing
Timing (4)	**4** Production is at least 60 second, but not over 90 seconds	**2** Production is under or over time length	
Output (2)	**2** Final project exported properly as MOV file	**1** Not exported properly	**0** Not exported
Subtotal			
	Deduct 1 point for each uncorrected error =		
	Total Points =		