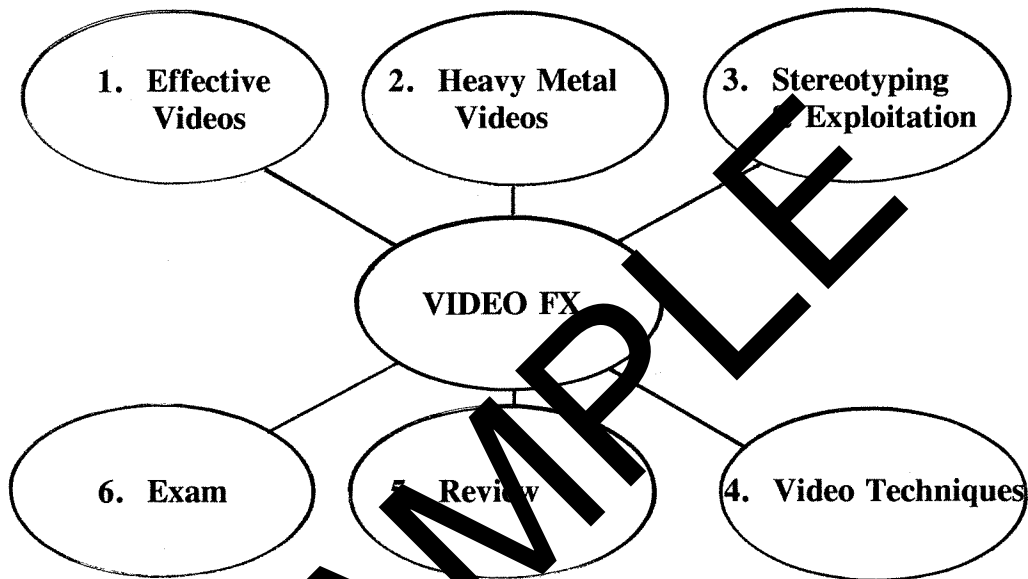


VIDEO FX

UNIT OVERVIEW

In this unit, students explore in detail the exciting advertising medium of videos. Students learn what components make effective videos as well as examine the techniques used in making videos. This unit places an emphasis on critical thinking and valuing skills.

STUDENT ASSIGNMENTS



1. Effective Videos - Videos are viewed to determine the three components of effective videos.
2. Heavy Metal Videos - Characteristics of Heavy Metal videos are examined.
3. Stereotyping & Exploitation - These two current issues are investigated with students stating opinions and then giving reasons supporting their views.
4. Video Techniques - A detailed study of the various techniques used to make videos.
5. Review - Students prepare for an exam.
6. Exam - In a two part format, a sample exam combines written questions with questions based on videos viewed by students.

ASSIGNMENT #4 - VIDEO TECHNIQUES

Student Objectives and Activities

- Students are able to identify five basic techniques used in making videos.
- Students complete the group project assignment "Video Techniques".

Suggested Teaching Strategies

- Have recorded an example of each technique.
 1. **Black and White Photography**
 2. **Video Switching Effects**
 3. **Animation**
 4. **Computer Animation**
 5. **Bluescreen Effects**
- Show students the video, discuss the technique and give them the corresponding notes.
- After all the techniques have been presented, students then complete the assignment.
- Students may wish to work in groups for this assignment (be sure each student has access to a VCR).

*** **Note** ***

Excellent examples of computer animation can be found during the introductions to sports shows. (NFL Football, NBA Basketball, Hockey Night In Canada)



WHY DO VIDEOS WORK?

It has been proven that using a video to advertise a song will increase sales of that song. A good video is crucial to the success of most songs and some groups depend almost entirely on the video to sell the song because they do not go on tour. Videos are advertising devices paid for by music companies used to promote their products.

Three reasons why videos are effective are:

1. Visual Sensory Imagery

Visual Sensory Imagery (seeing) helps people remember things better than auditory (hearing) stimulation alone. Seeing it leaves a more lasting impression.

2. Story

Videos can tell a story of their own, parallel to the song. This makes them more interesting and more likely to have an impact on the viewer.

3. Identifying

Viewers can identify with or relate to people and situations in the video which makes them buy CDs or tapes.

6. The dictionary defines stereotyping as "*Expecting individuals to behave in a certain manner or appear a certain way based on preconceived notions.*" (e.g. All people who wear glasses are intelligent) In your own words, what does stereotyping mean? (A.I.F.S.)
7. In the video _____ by _____ list possible examples of stereotyping.
- a)
 - b)
 - c)
8. Recently, some sports teams (Atlanta Braves) have been accused of promoting stereotypes. List at least three other teams with similar team nicknames.
- 1)
 - 2)
 - 3)
 - 4)
 - 5)
9. In a speaker's forum, state your opinions on whether or not sports teams such as the Atlanta Braves should be forced to change their name. Be sure to give reasons that support your opinions.

Things to remember:

- 1) **Speak clearly into the microphone.**
- 2) **Only one person at the microphone at any time.**
- 3) **Audience members must hold any comments until they have their turn at the microphone.**
- 4) **All opinions must be RESPECTED.**