

X Factor

About the Module

Over the 4 sessions, students will record and edit footage for a commercial that they have planned in sessions prior to this module using storyboards. Initially, they will present their ideas to their tutor to check that their plans are feasible and refining if necessary. Next they will record the footage using a digital



camera and their storyboards for guidance. The students will then capture and edit the footage on the PC using the Movie Maker 2 application. Finally they will add voice-overs and music using the Dance eJay application and their commercials will be shown to the rest of the group who will discuss their achievements.

Key Vocabulary

Commercial, presentation, planning, storyboards, constructive criticism, refine, digital video camera, footage, record, capture, firewire cable, Windows Movie Maker 2, edit, import, export, clips, timeline, cropping, transitions, titles, text, credits, voice-over, Dance eJay, rendering, preview, review.

Desired Learning Outcomes

Session 1

- Students will be able to present their ideas for a commercial (which were devised pre-visit) to the tutor and group
- Students will be able to use any constructive criticism to tweak the plans on their storyboards

Session 2

- Students will be able to use a digital camera that they have had demonstrated to them
- Students will be able to follow the plans they have made on their story board to film 4 minutes of footage

Session 3

- Students will be able to download footage from the camera to the PC using a firewire cable and the Movie maker 2 application
- Students will be able to use the basic features of Movie Maker 2
- Students will be able to edit their footage using Movie Maker 2

Session 4

- Students will be able to record voice-overs for their commercials
- Students will be able to use the basic features of the Dance eJay application
- Students will be able to create a music track for their commercials using the Dance eJay application
- Students will be able to export their music from Dance eJay and import it into their Movie Maker 2 commercial
- Students will be able to give positive and constructive feedback to each other about their commercials

National Curriculum Links

<p>NC ICT Developing ideas and making things happen 2a Exchanging and sharing information 3abc Reviewing, modifying and evaluating work as it progresses 4ac</p> <p>QCA ICT KS2 6A Multimedia presentation KS3 Unit 3 Processing text and images</p>	<p>NC Subject links Art - Exploring and developing ideas 1abc Music - Creating and developing musical ideas 2b Music - Responding and reviewing 3abc English - Writing - Composition 1ace English - Writing - Planning and drafting 2abcdef</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Expectations

By the end of this module students will have taken part in filming a commercial that they have planned during previous sessions using storyboards. They will also have captured and edited film footage before adding a music track and voice over.