ASSIGNMENT 03 | VIDEO BASICS

The Opple Juice Commercial

A fifteen second spot for a juice that is half orange, half apple.

PHOTOGRAPHY & VIDEO
10th grade, Semester 1
Mr. Nizzani

DUE
Week 3, Tuesday
9:00 pm on Schoology

15 s
exactly

9 clips
plus a voice-over and music

1080p
export

HORIZONTAL ONLY Every export. Keep the spot widescreen.

The goal The shots are mine and they are fixed. The cut is yours.

STEP BY STEP

01 Import everything

- All eleven files in one iMovie project.
- Mark IN and OUT on every clip.

02 Build the spot

- Fruit, then the pour, then the product.
- Trim to exactly 15 seconds.

03 Voice first, music under

- Cut the picture on the words.
- Music low enough to hear every word.

04 End title, then export

- Product name and one line.
- Show me the cut, then export 1080p.

Watch out

- **Most first cuts run long.** Trim until it reads 15 seconds.
- **Music too loud.** Miss a word with your eyes closed? Turn it down.
- **Exporting before I see it.** Show me the cut first.

Turn it in Export at 1080p and upload the file to Assignment 03.

Check before you submit

- [ ] Exactly 15 seconds
- [ ] Picture follows the voice
- [ ] Fruit, pour, product
- [ ] End title with the name
- [ ] Every word clear
- [ ] Exported at 1080p

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