Learn iMovie on one short commercial

Rebuild a commercial from shots that are already filmed.

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

HORIZONTAL ONLY Every export. Keep it widescreen.

SIX MOVES, EVERY TIME

1. **Import**
2. **Review**
3. **Mark IN and OUT**
4. **Assemble**
5. **Refine**
6. **Export**

ASSIGNMENT 03

The Opple Juice Commercial

Fifteen seconds. Fruit, pour, product. The voice on top, the music low under it.

MUST DO Play it once with your eyes closed. If you miss a word, the music is too loud.

THE UNIT AT A GLANCE

Week 3, Monday	Week 3, Tuesday	Week 3, Tuesday	Week 3, Wednesday
Lesson: learning iMovie	Edit in class	03 Opple Juice, 9:00 pm	On the screen

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Every move needs a reason

Camera movement, then one conversation from three angles.

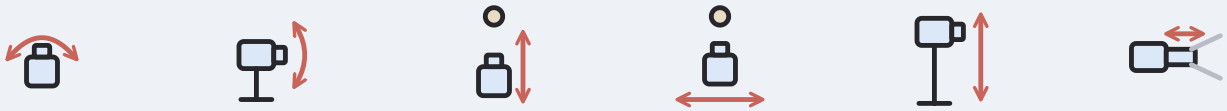
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The big idea

A good camera move shows something, follows someone, or makes us feel something.

The six moves

Name them, then use them on purpose.



Pan | Tilt | Dolly | Track | Pedestal | Zoom

ASSIGNMENT 04

Pictorial Continuity and Coverage

Two actors and a camera operator. One conversation from three angles, with sound and two of the six camera moves, intercut so every angle comes back twice.

MUST DO Record sound on every take. Picture and sound have to flow as one scene.

THE UNIT AT A GLANCE

Week 4, Monday	Week 4, Tuesday	Week 5, Tuesday	Week 5, Tuesday
Lesson: camera movement	Shoot the scene	Edit in class	04 Coverage, 9:00 pm

Before you leave today With your group, write eight short lines you can say the same way every take.

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