

Resume Commercial Movie Project

Learning Target:

- I can plan, write, film and edit a short movie (30-60 seconds) that effectively communicates a clear purpose and uses elements of multimedia, including:
 - Visual - video, images, graphics, animation
 - Audio – narration, on camera voice, sound effects, music
 - Text - titles, credits

1st shot: **Establishing/Wide shot**

- Duration: 3-5 seconds
- Introduce the setting for the scene
- Enter character into shot (you) – either...
 - Walk into shot,
 - **Pan** shot to include character,
 - Pop head into shot or
 - **Warp** into shot (How? Film the shot on a tripod with and without you in shot, then do a Cross Dissolve between the shots during editing)
- Attention grabbing soundtrack (music/sound effects)

2nd Shot: **Medium-wide or Medium shot**, character saying “My name is...”

- Duration: 3-5 seconds
- Enunciate clearly with strong voice

3rd Shot: **Medium Close-up, Close-up or Extreme Close-up** of you (character) saying something in your own words that establishes the purpose of the video, like, “I want...” or “I am interested in...” or “my goal is...”

- Duration: 3-10 seconds
- Enunciate clearly with strong voice

Supporting Detail Shots: **Variety of shot types** convincing your target audience of your qualifications, preparedness and value to their school or organization.

- Duration: about 2-5 seconds per shot
- Use elements from resume
- Include video, photo, animation
- Use facial expression and actions projecting emotion matching tone of movie

Final Shot: **Shot framed to leave space for text**, reminding audience of purpose of video with a closing slogan (like a commercial).

- *Fade Out* image and sound (within the 5 seconds)

Credits

- Duration: 3-6 seconds (no longer!), saying...
- Written, Directed, and Edited by (Your Name)
- Filmed by (Partner’s Name)
- + other credits (Actors, Camera Assistant, Photographer, Sources, anybody else that did anything)

Tips:

1. Communicate with your crew with patience and clarity. *If you cannot explain what you want to your crew, they will not do what you want.*
2. Use a tripod for every shot.
3. Do not shoot into the sun or light. Have the light hit the subject’s face.
4. Let the camera roll 5 seconds before and after each shot.
5. Be close to camera when recording voice and project your voice. (Bad sound can ruin the shot)
6. Project confidence.
7. Have fun!