

CIS 0935 Video Project-

This project is worth 50 points.

All videos will be presented in class on starting Monday , Oct. 3

This is a group project with 3-4 people. You will choose your own groups by 9/9.

Your Mission:

You are part of a marketing team which has been contracted by the Philadelphia Chamber of Commerce. They have hired you to promote Philadelphia from the South Street markets to Philly night life. They are trying to attract young people to the area. They also are trying to entice the young talent that all of its academic institutions bring to the area to settle in the Philadelphia or its environs.

Your group will create a video ad for your favorite Philadelphia spot or activity. The selection is totally up to your group. This is a great opportunity for you to showcase your creativity and professionalism in creating the video. At the end of your ad, I should want to do or visit your Philadelphia selection.

You can use whatever video equipment you already have, including video cameras, cell phones or digital cameras that shoot video. Please be sure to start this project early – do not wait until the last week. You will need to allow for some time to practice/rehearse, shoot the footage, and edit the video! For editing, a free easy-to-use program is Windows Movie Maker or you can use imovie if you have a MAC, or use a program of your own choice.

You must post your vide on [youtube](https://www.youtube.com) . You will present it in class directly from youtube.

Video Information

The video must be between 2 and 4 minutes long.

The review must include the following elements:

1. Each group member must be seen in the video. Other individuals are not permitted unless part of the scene.
2. You need to include music at some point during your video. You can use a program like audacity (Google it) to clip long songs into short clips.
3. Share at least 4 to 5 points why you really like your selection. There should be enough information for me to know why it is better than others like it (if applicable).
4. Give convincing reasons as to why this selection is better than its predecessors/competitors if applicable.

Grading

In addition to the requirements listed above, I will be looking for professionalism, creativity, level of research into the product you are reviewing, and entertainment value.

20 points of the grading will be determined by me. The last 5 points will come from your classmates – there will be a peer-review grading for this.

The link below is a tutorial for Movie Maker

Microsoft Movie Maker

<http://www.youtube.com/watch?v=nM3OwqgmstEY>