

**COM 220: Digital Media Convergence**  
**Fall 2014**

**Project 3: Community Video Portrait**  
**Pre-production Planning**

- Tools: Microsoft Word, pencil and paper
- Learn how to develop a written concept for a time-based production
- Learn how to create a scene-by-scene shot breakdown
- Learn how to create and use simple storyboards to plan and communicate production decisions

**Due: 4-14-14**

**Description:**

Pre-production is the planning phase of any time-based production. Activities such as developing a script, determining scene and shot breakdowns, and creating storyboards are all part of this planning process.

Working together with your project team, you will determine the best possible concept for telling a short (**1-2 minutes long**) video story about the community that surrounds Elon University. You will create a short written narrative describing the goals of your project, a simple scene/shot breakdown list describing all the necessary camera setups for creating your project; and create a simple set of storyboards that visually describe the camerawork and the action that happens in each of the setups in your various scenes.

**Considerations:**

- Write out your concept narrative in paragraph form (one paragraph per scene) as if you were verbally describing the story that you will tell using video
- With the shot breakdown list be thorough. Describe each unique scene AND each unique camera setup required to successfully communicate each scene
- With your storyboards, spend more energy and time on describing the framing and/or motion of the camera and the major actions happening in the scene than you do on the quality of the drawings

**Content Requirements:**

1. Pre-production materials for 1-2 minute video story about the community surrounding Elon Univ.
2. Each team's final story needs to incorporate aspects of each team member's concepts

**Technical Requirements:**

1. Concept narrative and scene/shot breakdown list should be created in Microsoft Word
2. Storyboards should be created with pencil and paper (using the storyboard blanks I provided)

**Submission:**

1. Copy of concept narrative (.docx or .pdf format)
2. Copy of scene/shot breakdown list (.docx or .pdf format)
3. A set of storyboards

**Evaluation Criteria:**

1. Story concept
  - a. Quality of idea (Is it interesting? Will the audience care? Can it be successfully told visually?)
  - b. Cleverness of how the camera is used to tell the story
2. Formatting
  - a. Concept narrative written in paragraph form
  - b. Scene breakdown written as a bulleted list
  - c. Storyboards created using drawing, diagramming and text notations to explain each shot
  - d. Effective communication thematic meaning
3. Craftsmanship
  - a. Free of errors and sloppiness
  - b. Attention to detail