

PRODUCING YOUR PROJECT

- * Reserve equipment ahead of time.
 - * Follow your plans and complete your tasks in a logical order, but be flexible. Life happens!
 - * Expect to get frustrated sometimes...but always remain confident and true to your goals.
- Remember, you are an artist, and you need to believe in and follow your creative voice, while still remaining open to options and possibilities.**

The DESIGN Phase

You are now at the point where your creative risk-taking skills must kick in. Of course, you already used your imagination when you came up with your original idea, and then when you visualized your project in your mind, and then again when you were planning your visuals (photos, video)... but now you have to go that extra creative mile when you are looking at PRESENTATION techniques.

It's time to "play!"

**Some design elements to consider are—
colors, sizes, shapes, movement, placement of "objects" in relation to each other, synchronization of visuals and audio.
Edit, edit, edit!**

So... you think you're done?

You're not!

This is the time to "proofread." You want to make sure there are no errors in your project.

It can take a short period of time (just reviewing once or twice), or very long (for example, editing a storyline video, which could take hours).

Editing isn't just checking over your mistakes and correcting them .

It also includes thinking again about—

- Have you taken a lot of creative risks? Now's not the time to be shy. You want your project to **STAND OUT!**
 - Have you considered all of the content and design elements? Don't overlook anything!
 - Have you cut parts that distract ?
 - Does your project makes sense, and is true to your original vision?

Don't forget...

ask your peers to take a look.

And in the end...

*Having completed your creative project gives you the satisfaction of having communicated your PASSION!
How cool is that!*

How to

Prepare

and

Produce

an LGTV

Project

Prepared by

Polina Karachunsky

Priya Ganesh



*Advanced
Multimedia
Productions
Luther Jackson
Middle School*

STARTING OFF

Your goal is to make a project for LJTV. Before you begin, you first have to decide what the project is going to be about. This is your topic, from which you develop a concept. Then you have to decide how you are going to actually bring your idea to life. We're here to help!

Sooo...What interests you?
What are you passionate about?
Friendship? Soccer? Japanese Anime?
Decide. This is your TOPIC.

Now, what message do you want to communicate about your topic?
Loyalty? Game Play Tips? Unique Design?
You are beginning to identify your CONCEPT, your main message, your life lesson.

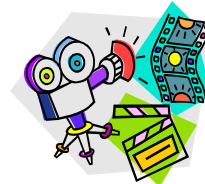
Who is your target audience?
LJMS students and teachers

And...are you confident that your message is appropriate for, and appealing to,

Now that you've taken your original idea (*topic*), and you've identified your *concept*, it's time to start thinking about how your idea is going to evolve into a full project. Try this—Close your eyes and let your mind start to bring shape and movement to your ideas. Visualize characters and storyline. Place these mind pictures into a sequence. Your ideas are now taking shape. You know what is going to happen during your project. This is CONTENT... You are beginning to see the “Big Picture” of your project.

Your next decision is—
What MEDIA FORMAT is the best one to communicate your project?

- Photograph?
- PowerPoint?
- Storyline Video?
- Collage Video?
- Photo cast?



This is good time to think about whether you'll want to include such content elements as music, titles, acting, narration, special effects.

Now that you've figured out HOW you're going to communicate your idea...
Get organized!

Complete a

Production Proposal Form.

Include all the people involved in your project, their roles, the project title, the concept (the main message/ life lesson), the project **treatment**, the media form your project will be produced as, and the expected time of project completion. Be sure to be realistic about how long you expect it will take to produce your show.

The **project treatment** is a series of sentences which briefly describe, in chronological order, the *content* of your project. Remember *content* = what happens.

Submit this form for approval. Now, prepare a **STORYBOARD** outline and write a script for actors. The *Storyboard* is set up in chronological order and includes stick drawings of your subject matter, which show camera angles and picture-taking techniques you plan to use. These includes angle shots, zoom shots, and special effects.