

Final Group Project (3 student per group)

A video about “Cool Invention(s) from HKUST”

Project Goal:

Produce a 20-30 second video like Zach King’s style video (<http://instagram.com/finalcutking/>) to introduce at least ONE real or imagined invention from HKUST. All group members must appear in the video. Locate the invention ideas from HKUST related websites/news, from our course website, or use your imaginations.

Submission Requirements:

1. Submit your group list to the course Facebook page to obtain a group number. **(Due: 22 Apr)**
2. Submit a storyboard (at least 3x3) to the course Facebook page. (20%, **Due: 26 Apr noon**)
 - Your group number and choice of the video style(s).
 - Inside the storyboard, you need to indicate your planned choices of:
 - i. Transition effects;
 - ii. Audio;
 - iii. Graphics or any visual design;
 - iv. Messages and more;
3. Video shooting, acting and production (80%, **Due: 2 May noon**)
 - Submit your video our course YouTube account. (login: elec1020.2016spring@gmail.com, password: elec1020issofun)
 - If there is any speaking in the video, it should be in English with English/Chinese subtitles
 - 1 paragraph write-up to explain your choices of video style(s), top 5 effects about audio/sound effects, transition effects, graphics or visual together with the uses of design principles.
 - Submit the YouTube link of your video and your 1-paragraph write-up to the course Facebook page.
4. Late submission won’t be accepted.

Hints: Well considering the relationships and impacts on the following factors.

1. Storyboard
2. Choices of the video styles
3. Video Shooting and Acting
4. Transition effects
5. Image design/editing
6. Sound editing/effects
7. Copyright issues

Scoring Rubrics

Maximum 5 out of 5 (100%)	5 (100%) Excellent	3 (60%) Standard	2 (40%) Approaching Standard	1 (20%) Marginal Fail	0 (0%) Fail
1. Video promotes ideas/messages clearly	The ideas/messages of the video can be understood EASILY .	The video COMPLETELY promotes required ideas/messages	The video PARTIALLY promotes ideas/messages.	The video promotes a SMALL PORTION of ideas/messages.	The video FAILS to promote any ideas/messages.
2. The story (1) is clear (2) matches the invention(s) (3) connect to target audience	The story fulfills all the THREE criteria and is PROFESSIONAL	The story is PROPER to fulfill these THREE criteria	The story is PROPER only fulfills TWO of the three criteria	The story is IMPROPER , only ONE of the criteria is fulfilled	The story is completely IMPROPER
3. The use of (1) title and subtitles (2) editing skills (3) transition effects (4) video effects	All the four techniques are used PROPERLY , and either of them is used PROFESSIONAL .	All the four techniques in the video are used PROPERLY .	Just ONE TECHNIQUE in these four techniques is used IMPROPERLY .	MORE THAN ONE TECHNIQUE in these four techniques is used IMPROPERLY .	The WHOLE VIDEO is using these four techniques IMPROPERLY .
4. The video (1) respects copyright issue (2) shows originality	NO copyright issues and shows originality CREATIVELY	NO copyright issues and A FEW pieces are NOT original	A FEW copyright issues and SOME pieces are NOT original	MANY copyright issues and SOME pieces are NOT original	MANY copyright issues and MOST of the video is NOT original
5. Acting / casting	ALL cast members did great job, SOME connect to audience with their performance	ALL cast did a good job	MOST actors/actresses handled their role properly	The acting is OK , but there are SOME flaws	NONE of the cast manage to deliver his role properly
6. Directing & Cinematography	EXCELLENT storytelling and GREAT cinematography	The video is in COMFORTABLE pace and shots are REASONABLE	The video is OK overall, but SOME scenes are confusing	The scenes are NOT organized in general, but still easy to perceive	The entire video is HARD to follow
7. Audio	Audible with EXCELLENT quality	Audible and GOOD quality	SOME audio tracks not clear (noisy)	ALL audio tracks are noisy, but still audible	NOT audible
Submission	Shooting materials + Additional source files	Complete shooting materials	Most of the shooting materials	Some shooting materials	No submission of shooting materials