Vocabulary Video Project Guidelines and Grading – MIDTESOL 2019 Presentation

NOTE: Below is the handout that I give to my students regarding the Vocabulary Video Project I do with my university-level ESL students. Feel free to take what works for you. Also, please contact me if you have questions!

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PURPOSE:

You are going to create a video that defines one of the vocabulary words/phrases that you have collected so far this semester and that you want to teach to the rest of the class.

Choose a word/phrase from your vocabulary homework that is visually and/or aurally stimulating to describe through video. You want to try to tell a story with your video.

After the videos are created and uploaded, we will have a contest to see which videos the class likes the best. We will vote for the top three videos in the 3 categories below and the creators of those videos will receive 3 extra credit points:

- Best Representation of the Word/Phrase
- Overall Most Creative
- Best Use of Audio

REQUIREMENTS:

Participation & Length: (2 points)

- Individual
  - If you choose to work alone, you must have:
    - 1 word/phrase defined
    - Length of video must be between 20-60 seconds – (not including credits)

- Group
  - If you choose to work with a 1-2 other partners
    - Group size must be no more than 3 people
    - For each group member, you must have an additional word/phrase defined (e.g. 2 group members = 2 words/phrases, 3 group members = 3 words/phrases)
    - All of the words/phrases must make sense together (e.g. follow the story)
    - For each group member, the length of video must increase by 20 seconds. (E.g. 2 members length = 40-80 seconds, 3 members = 60-100 seconds (not including credits).
    - Everyone in the group will receive the same final grade for their submission

Content Format: (15 points)

- Audio
  - 1. Must contain some audio track
    - i. Must contain some speaking/voice over:
      - 1. When defining the term
      - 2. When giving an example of how that word is used in a sentence
    - ii. May contain music and/or ambient noise & sound effects to set the mood

- On-Screen Content
1. Title screen
2. Word/phrase must be displayed on screen at some point during the video
3. Part of Speech (n, v, adj, adv) must be displayed on screen at some point during the video
   ▪ If it is a phrase, indicate if it is an idiom, slang, or phrasal verb, etc.
4. Word/phrase must be defined on screen at some point during the video
5. The sentence the word/phrase is used in
6. YOU MAY NOT use more than 5 seconds of video from any pre-made sources, like YouTube. Pre-made video should only be used to briefly enhance your OWN video, not to replace it. Using more than 5 seconds of pre-made videos will result in you receiving a ZERO for this project.
7. (Optional Items)
   ▪ Animation/still images

   • Citations
     1. If any of the following is used, it must be cited on-screen (usually at the end of the video in the credits, but you can use your best judgement for when you want the citations to appear):
        ▪ Music
        ▪ Actor(s)
        ▪ Definition (website it’s taken from) & Example Sentence (if you did not create it yourself)
        ▪ Videographer(s)
        ▪ Editor(s)
        ▪ Images used (if not created by yourself)

Video Editing: (5 points)

- Video:
  o Video must be edited to remove mistakes (extra sounds, video displaying lengthwise instead of up/down, extra content not related to story, etc.)
  o On-screen content added appropriately (legible font, on screen long enough to read/comprehend)

- Audio:
  o Audio must be related to the content or help the viewers understand the content (e.g. not be distracting)
  o Speaking/singing audio must be clear and understandable
  o Volume levels of speakers, ambient noise, and/or music must not be different or overwhelm each other

Creativity: (21 points)

- Your video will be judged on the following:
  o Use of your own original: location, props, drawings, animation, or other visuals effectively helped your audience understand the word’s meaning
    ▪ NOTE: You should avoid using clips of other people’s videos (E.g. YouTube) if at all possible. You may use animation programs that you (or your friend) draw to help you with your explanation of the word, but you may not use a total of more than 5 seconds of any other pre-made material (e.g. videos, audio (other than music) or still images).
    • If you have questions about what you can or can’t use, please ask your instructor.
  o Use of movement or action/actors effectively helped support your word’s idea
  o Use of music or other sound features effectively helped support your content
  o Content that creates a story or is meaningful in some way (not just disconnected ideas with no explanation of why they are being displayed).

Storyboard & Script (15 points – graded in a separate assignment from other categories):
• You will need to prepare a storyboard and script for your video BEFORE you begin shooting. The storyboard and script should contain:
  - Examples for each scene in your video and
    - The script (aka dialogue) connected to that scene
    - The action taking place in that scene
    - The audio or visual effects taking place in that scene
    - Any credits you need to remember to include at the end of the video

• Storyboard Due Date: Tuesday, April 2nd – Bring to Class, upload scanned PDF copy/photos to ICON by 10:30 PM same day

Video Submission: (2 points)

• Video Format
  - .mov, .m4v, or .mp4

• Final Video Due Date: Wednesday, April 24th – 10:30 PM
  - Where: My Media and then Published on “Media Gallery” for our course (on ICON)
  - Title: must be in the following format:
    - Your Name – Word/Phrase
    - Example: Sue – Pumped Up

NOTE 1: The estimate for people who in the video production industry is to make one 1 minute of video equals a minimum of 10 hours of work! That includes planning and choosing your topic, writing a script, recruiting actors/helpers, finding a location to shoot, shooting the video, editing the video and audio, and uploading the video to the web. Most of you are not professionals, so you should estimate that this project may take you longer than 10 hours. DO NOT delay starting this project and do not think you can get it done all in one night. There may be unexpected problems you run into.

NOTE 2: Either as a group or individual you may need to work with other people for this project. They do not need to be in this class. Anyone who works on your video MUST be given credit for their work at the end of the video. You DO NOT need to star in your video (appear in the video). Other people can be the actors. HOWEVER, you must do at least 80% of the work on this project: writing the script and storyboard, finding the actors and location, doing the editing, etc. If I find that you did not do the majority of the work, you will receive a ZERO for this assignment.

Total Points: 60 points in Vocabulary Project section (15% of final grade)

Example Lurk Videos for Reference Only: you don’t have to mimic these videos, but they are for reference only so that you can see the possibilities that can be done.

1. (Live action & Animation): https://www.youtube.com/watch?v=gjmCroR8_rk
2. (Live action w/creative on-screen content): https://www.youtube.com/watch?v=bQcTtcLxZZg
3. (All animation with cute storyline): https://www.youtube.com/watch?v=qoPipW2ZDow&index=37&list=PL0zGFDlf3ulsPKi6NpZO40_aCRZdDXImM
4. (Low budget technique, but uses song to tell story): https://www.youtube.com/watch?v=7FDXYJZ3Xbk&index=21&list=PL0zGFDlf3ulsPKi6NpZO40_aCRZdDXImM
5. (Easy to read titles & builds suspense): https://www.youtube.com/watch?v=nZy6hUiiMD7M&list=PL0zGFDlf3ulsatl30Mj1CsZqQ_V4kS_6p
6. All Entries (if you want more examples) https://www.youtube.com/playlist?list=PL0zGFDlf3ulsPKi6NpZO40_aCRZdDXImM

Suggested Video Apps and Programs:
You are not limited to these. These are just suggestions. You will have to learn how to import, edit, and export on your own. Sue cannot help you with this, so choose a program that has good help documentation or user forums.

- **iOS**
  - iMovie
  - FilmoraGo

- **Mac**
  - iMovie (free in past/now $14.99/ITCs) Easy
  - Quicktime (free, only basic editing)
  - Adobe Premiere (Creative Cloud Suite, ITCs)

- **Windows**
  - Adobe Premiere Pro (CC Suite, ITCs)
  - [Windows Movie Maker](https://www.microsoft.com/en-us/microsoft-store/p/windows-movie-maker/7wczq4x6qm4) (Free)

*If you use a different app/program than listed here and you like it a lot, let your teacher know so it can be added to the list to help others!*