Andrea DeFelice
MEDST 241 - Multimedia QR Lesson Plan
Background of the Assignment/Exercise:
In video production, filmmakers use specific types of techniques to set a mood for the film specific to its story and genre. Particular camera shots, lighting, settings, sounds, and other media, are some of the techniques utilized in the process.

This plan is meant to address an area that students find challenging, and a revision to some material already taught. From the implementation of the exercise, it'll help me assess student knowledge of media studies through a pre-test versus post-test. This will help me shape a better design of an existing class project, and ultimately improve on teaching Multimedia practice to students.

Learning objectives:

1. Identify different techniques used in basic video production [e.g. Camera shots, editing cuts, setting, transitions, rhythm, lighting, sound].
2. Learn video editing software to screen a video clip.
3. Locate specific details in a media sample.
4. Mark these techniques as they occur in a video clip with the editing software tools.
5. Log the data.
6. Construct graphs based on the data, to evaluate and compare.
7. Calculate ratios and percentages based on the data.
8. Read/analyze the communicative properties of media and evaluate the purpose and frequency of their uses.
9. Evaluate the success of student learning through a post test.

Time Required for Instruction:
Six in-class hours; 4 hour pre test & 2 hour post test

Written Instructions:
Written instruction will be provided to the students as well as a second version for other instructors in the future.

Materials Required for each exercise: The following materials will be provided via an online server – Dropbox, Google Drive, or similar. Students will be given access to download:
● Four different video clips [MP4 format], each from a different genre. They'll be numbered for each corresponding group [1, 2, 3…etc.]
● A pdf file listing production terminology/techniques, their definitions, and links to video samples online.
● Step-by-step instructions of the pretest and posttest.

Assessment Plan & Instruments:

Pretest – [4 in-class hours] On the third week into the semester, students will be initially divided into four groups. Each group will be set up at a different computer in the usual classroom. I'll provide each group with a different video clip [1 min max]. Each video sample will be from a different film genre. I'll also provide a list of terms to all groups, and some reference links to video samples online. Working together, they'll

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each mark occurrences of the technique[s] in their clip – what is happening [specific term] and where [time code]. When this task is done, each student will have his/her own log from the group's clip. Students will then on their own construct a spreadsheet logging their data. They be asked to complete the pretest questions and construct a graph on their data.

Groups will be asked to:

1. Access all the provided material: Video samples, list of terms, and instructions.
2. Review the list of terms and screen the associated sample videos online [learning goal 1]
3. Screen the video clip provided to their group. This will be done in the audio/video editing program Adobe Premiere. Students will have learned basic screening/cutting tools in weeks before the pretest, and be working as a group for these initial steps [learning goal 2]
4. Use the 'marker' tools in Premiere to mark where a specific technique from the list is located in the clip. Each marker should be labeled with the technique and the time code in the clip. If an element occurs more than once, they should be marked accordingly [e.g. an action film can have a lot of jump cuts, but not too many long transitions]. [learning goals 3 and 4].

Groups will break up. Individual students will be asked to:

5. Construct a spreadsheet of the data using Excel [hint: your log should look like the sample one given] [learning goal 5]
6. Construct a graph based on the data using Excel [learning goal 6].
7. Answer all questions from the remaining pretest based on their data and graph analysis [learning goals 7 & 8]
8. Calculate the occurrences of specific techniques across different genres by percentages, and compare/contrast the data by analyzing the graphs. [learning goals 7 and 8].
9. **Post test** – [2 in-class hours] - Immediately after mid term, students will be divided into four groups once again. Each group will be provided with another video clip to identify and mark. Students will divide up once again to graph, evaluate, and answer the questions [learning goal 9].

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<u>Sample pretest:</u>

Sample log of time (in seconds) and technique
00:00:45;00 [45 second] video clip; Genre: Thriller

<u>Time code [based on 30fps]:</u>   <u>Technique</u>

00:00:02;00 - 00:00:10;00   soft audio
00:00:05;00 - 00:00:08;00   long shot
00:00:05;00 - 00:00:19;00   low-key lighting
00:00:19;00 - 00:00:20;00   jump cut
00:00:11;00 - 00:00:30;00   POV [point of view - cam shot]
00:00:11;00 - 00:00:30;00   shaky-cam
00:00:30;00 - 00:00:35;00   loud audio
00:00:30;00 - 00:00:40;00   hard light
00:00:40;00 - 00:00:44;00   soft audio
00:00:40;00 - 00:00:45;00   low-key lighting

<u>Sample questions: Multiple choice for Thriller Genre video clip</u>

1. Approximately how much of the video clip had soft audio? (1/4)
a. 1/4
b. 1/2
c. 1/8

2. And loud audio? (11%)
a. 1/2
b. 1/10
c. 3/4

3. Approximately what is the ratio of long shot to POV to shaky-cam? [True ratio = 3:19:19, which approximates to 1:6:6]
a. 2:3:3
b. 3:1:3
c. 1:6:6

4. From the choices provided [separate Excel workbook provided], which most accurately depicts the data? [See "pretest-graphs.xlsx" - Graph C is correct]
a. Graph A

  b. Graph B

  c. Graph C

5. Approximately what percentage of the video clip has low-key lighting? (42%)

  a. 20

  b. 40

  c. 50

Note: Questions 6-8 are for my assessment – please check mark accordingly

6. How comfortable are you with:

	Not at all	Slightly	Completely
Ratios?			
Fractions?			
Percentages?			
Mathematical reasoning?			

7. What level of knowledge do you have with:

	None	Some/when required for something specific	Sufficient	Complete
Using Microsoft Excel in general?				
Data entry in Excel?				
Excel's functions?				
Graphing in Excel?				

8. Have you completed the following math classes?

	Yes - recently and I did well and remember the material	Yes – not recently and don't remember too much material	Currently taking	No
pre-calculus				
1 level of calculus				
all in the calculus series				
probability and statistics				

Pretest Rubric: total points possible = 100

- Group logging exercise – 25 points
  5 points for correct use of Premiere [creating a new sequence, adding the video clip to sequence]
  5 points for correctly titling your project
  5 points for correct use of adding/removing markers in the timeline and labeling them correctly
  10 points for correctly identifying film techniques in your clip

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- Individual Spreadsheet exercise – 25 points
  5 points for correct use of cells and grids
  5 points for correct type of data value [text string, numeric, etc]
  5 points for labels [correct row/column, genre]
  5 points for neatness [example: heading in bold]
  5 points for correctly indicating the time code in 8 values and indicating the frame rate (00:00:00;00)

- Individual Graph exercise – 25 points
  3 points for a graph title
  4 points for labeling the 2 axes
  2 points for knowing which goes on the x axis and which goes on the y axis,
  8 points for choosing the appropriate type of graph (e.g. pie vs. column)
  5 points for plotting correctly
  3 points for neatness

- Ind Questions [1-5 only] – 5 points each (no partial credit) = 25 points

Sample post test:

Sample log of time (in seconds) and technique
00:00:45;00 [45 second] video clip; Genre: Comedy

Time code [based on 30fps]:   Technique

00:00:02;00 - 00:00:10;00   loud audio
00:00:05;00 - 00:00:10;00   long shot
00:00:05;00 - 00:00:40;00   high-key lighting
00:00:11;00 - 00:00:30;00   mid shot
00:00:31;00 - 00:00:40;00   montage
00:00:30;00 - 00:00:40;00   loud audio
00:00:40;00 - 00:00:43;00   close-up
00:00:40;00 - 00:00:43;00   soft audio
00:00:40;00 - 00:00:43;00   soft light
00:00:43;00 - 00:00:45;00   loud audio

Sample questions: Multiple choice for Comedy Genre video clip

1. Approximately how much of the video clip has soft audio? (7%)
a. 7%
b. 10%
c. 20%

2. And loud audio? (44%)
a. 3/4

    b. 11/25

    c. 7/8

3. Approximately what is the ratio of a montage to a mid shot to soft light? [True ratio = 9:19:3

    a. 2:3:3

    b. 3:1:3

    c. 3:6:1

4. From the choices provided [separate Excel workbook provided], which most accurately depicts the data? [See "posttest-graphs.xlsx" - Graph B is correct]

    a. Graph A

    b. Graph B

    c. Graph C

5. Approximately what percentage of the video clip has high-key lighting? (78%)

    a. 3/4

    b. 1/2

    c. 39/50

Note: Questions 6 & 7 are for my assessment – please check mark accordingly.

6. After taking the QR pretest, how comfortable are you with:

	Not at all	Slightly	Completely
Ratios?			
Fractions?			
Percentages?			
Mathematical reasoning?			

7. Do you feel your level of knowledge in using Microsoft Excel in general | data entry | functions | graphing has increased?

	Not at all	Somewhat	Very much	Completely
Using Microsoft Excel in general?				
Data entry in Excel?				
Excel's functions?				
Graphing in Excel?				

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