FilmNorth Digital Literacy Assessment Media Making Component

Project Description:
During the course of JuiceMedia and our in-school residencies, students learn a variety of digital skills. Whether it's writing a script in Celtx, setting the ISO on a camera, or editing in Adobe Premiere Pro, these skills accumulate in the students' completed videos. Each student produces two videos per session, and either can be evaluated for the Northstar certification. Mastery of video production and the digital skills that accompany it are exemplified in the following pieces, which take the form of personal project, video poem, and narrative film, respectively:

"Memories" by Melissa Moua ("personal" project):
https://vimeo.com/196458250

"Love in Purgatory" by Emma Revenaugh (video poem):
https://vimeo.com/channels/filmnorthyouth/299720672

"Ckraig Burns: Health Inspector" by Azi Tietge and Noah Keathly (narrative):
https://vimeo.com/channels/filmnorthyouth/338944088

These videos have been edited in Adobe Premiere Pro, revealing skills such as importing footage from an SD card, selecting and cutting footage then moving it into the timeline, audio balancing, exporting to the correct folder, and more. Using iMovie, Final Cut Pro, Windows Movie-Maker, or other editing software also employs these skills, and are viable Northstar certification candidates. The students use a multitude of cameras to film their projects, including our standard Canon Vixias and DSLR to more professional cameras such as FilmNorth's C-100. All camera use displays a high level of equipment comprehension and media skills, such as focusing the lens on their subject, using the correct aperture, adjusting the white balance, etc. Students also use light kits, audio equipment, XLR cables, and more. They learn how to change the light setting on an LED and reduce or increase the noise level on an audio input. To write the script of their videos, students often use an online script-writing software such as Celtx or Writer Duet. In order to use these programs, students know or learn how to open a web-browser, log-in to their accounts, and open their working script. By completing a video, students demonstrate knowledge and understanding of how technical skills can support and enhance their film productions.

While many technical skills are required to make a video in JuiceMedia and our residencies, students also develop a multitude of soft skills. They learn how to cultivate their ideas into meaningful, artful pieces that express their unique understandings of the complexities of life. Students apply critical thinking and problem-solving strategies during all stages of production. They also learn how to generate ideas, share their ideas for feedback, and create a map (or storyboard) of how the project will progress. Students develop collaboration, teamwork and leadership skills when collaborating with each other. We believe in telling stories that matter, and that every student should have the space to share their experiences with the world.

Northstar Skills:
1. Move documents and files, create new folders.
2. Delete files, and recover them from the Trash.
3. Identify peripheral devices on a computer (flash drives, camera, etc.) and cloud storage options (e.g. iCloud).
4. Minimize and maximize windows.
5. Close, switch between, and quit applications.
6. Log out of, restart, and shutdown a computer.
7. Open applications using Siri, Spotlight, Launchpad, the Dock, or the Applications Folder, and pin apps to the Dock.
8. Demonstrate knowledge and appropriate use of mouse clicks (right-click, left-click, and double-click).
9. Demonstrate understanding that software programs are upgraded periodically to fix bugs and increase utility, and that different versions may be installed on different computers.
10. Identify mouse pointer shapes and the functions they represent (spinning wheel (loading), iBeam (text), arrow (basic clicking), hand pointer (clickable links)).

Additional Digital Skills:
1. Import footage into Adobe Premiere Pro, or other editing software.
2. Export video in .mp4 file from Adobe Premiere Pro, or other editing software.
3. Save Adobe Premiere Pro (or other editing software) file in correct folder on desktop.
4. Organize project folder with these folders: "Video," "Audio," "Premiere Files," "Exports."
5. Put SD card into correct slot in computer.
6. Open SD card in desktop, select and drag footage into project folder.
7. Eject SD card by using the eject button in Finder.
8. Open Internet Browser (such as Google Chrome) and locate video file on Desktop.
9. Upload video to Google Drive, Vimeo, or YouTube in correct format (H.264).
10. Use Google Drive to upload all graded materials (video and artist statement).

Instructional Rubric:

Portfolio Artifact	Strong	Medium	Weak
Digital Story (Video)	–Provides clear message and theme –Transitions, effects, audio, lighting, and edits are appropriate to subject matter, and enhance message/theme of video –Originality in composition and delivery –Variety of camera angles and shots that compliment narrative content	–Creates a digital story, but lacks appropriate artistic choices such as transitions, effects, lighting, etc. –Somewhat original story and composition, relies on work not made by student in terms of content and style –Decent amount of camera angles and shots, sometimes don't make sense paired with content –Message/theme could be further teased out	–Does not use digital storytelling techniques (combine audio/visual) to achieve artistic intent. –Little to no camera angle and shot variety –Unclear message/theme –Relies heavily on work not original to student
Artist Statement	–Clearly justifies artistic choices. –Connects film to larger concepts. –Shows artist's care in shaping the film and story. –Demonstrates artist's understanding of the overall impact that the film has on the individual and their community.	–Somewhat justifies artistic choices. –Vaguely connects film to larger concepts. –Demonstrates some interest in how their work is received by an audience and their community at large.	–Demonstrates no reasoning for artistic choices, or does not match digital story provided.
Technical Skills	–Demonstrates proficiency of editing software, Mac or PC operating systems, cameras (including correct SD card use) –Follows export instructions correctly	–Demonstrates use of basic technical skills: ability to use operating system, footage sometimes out of focus or wobbly, SD card sometimes ejected improperly, exported in wrong format	–Does not demonstrate use of any technical skills, improper handling of computers and cameras, does not follow export directions