**Adobe Video Design**

**B-Roll Challenge**

**Technical Checklist:**

\_\_\_\_\_ Shot Type Variety

\_\_\_\_\_ Shoot/Upload

\_\_\_\_\_ Import Assets

\_\_\_\_\_ Create a Sequence

\_\_\_\_\_ Edit Clips

\_\_\_\_\_ Place/Edit Audio

\_\_\_\_\_ Effects (optional)

\_\_\_\_\_ Transitions (optional)

\_\_\_\_\_ Titles

\_\_\_\_\_ Exporting

**Use the rubric below** to guide you in this project:

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Description of Desired Results | Student  Self-evaluation | Instructor Evaluation |
| **Shot Selection**  **(40 Points)** | A wide variety of shot types have been used, to include:  wide, close, angles, pan/zoom, trucking/dolly, foreground, background, etc.. Video is a minimum of 90 seconds. |  |  |
| **Technical Skills**  **(30 Points)** | The following technical skills were correctly applied: importing, creating a sequence, editing clips, adding audio, and exporting to a H.264 format. | . |  |
| **Overall**  **(20 Points)** | All phases of the project were executed with effort, quality of content, and demonstrate the technical capabilities of the software.  Students worked to their potential to create a well-designed video project. |  |  |

**Challenge Examples:**

[Peter Mckinnon inspired Coffee B-roll](https://www.youtube.com/watch?v=ohyJOm6Lk3k&list=WL&index=10&t=0s)

[Breakfast B-roll](https://www.youtube.com/watch?time_continue=3&v=E8-V3oApc4M&feature=emb_logo)

[Casey Neistat's Studio | B-roll by Peter Mckinnon](https://www.youtube.com/watch?v=etiO0gEeFmY)

**Extension:  B-roll Cinematic Sequence**

[A film inspired by Casey Neistat and Dan Mace| B-roll| Cinematic sequence](https://www.youtube.com/watch?v=YYk1ccf882o)