DMED 290
Video Element for HeartlandDigital.com

News Story/Information Video
Running Time: Minimum of 1 minute 30 seconds

Project Description

Create a short news story/information video about a topic of interest to college age students. The topic does not have to fit in with your content area on the HeartlandDigital.com, however that might be nice. The finished video should run at least 1 minute 30 seconds, however it can run longer if necessary.

Things to think about:

• What is the subject/topic of your project?
• Does this topic require an interview or two? If so, you should start planning those now – to schedule time with your interviewee. Just one point: for a video this short you probably don’t want more than two interviews.
• Start thinking about where your video footage is coming from and how you will get it. If your topic is timely or event driven, don’t miss an opportunity for the footage. You will need plenty of b-roll. On that note . . .
• Make sure you get plenty of b-roll.
• Script (or at least outline) the project. You will be glad you did.

Also, because we want others watch and trust what we say:

• Make sure your information is accurate and sourced. In fact, it would be a good idea to attribute any facts in your video to a source. For example, “According to President Bush, we are now going to invade New Guinea to free their hearts and minds.” As long as President Bush actually said that (I not sure if he did . . .) then you’re covered because you attributed the statement to him. This way you didn’t say it, your source did.
• If the video is supposed to be funny and inaccurate, then we should be sure to make that obvious. And then also make sure it is actually funny.

Before Spring Break:
Create a Treatment:

A treatment is a one-page document describing your project idea.

The treatment should have three major categories:

Project-
Which project are you going to choose and what is the “working title” of the project.

Description-
A short description of your project. For the news story/documentary, give a brief description of the topic and the possible interview subject. For the narrative, give a brief description of the plot and style.

Timeline-
A brief description of when you plan to shoot and when you plan to edit the project.

The treatment does not need to be lengthy, it just needs to show that you have begun to think the project out and have a plan to complete it. You are also not locked in by information you provide in the treatment – but you probably don’t want to radically overhaul the project once you start.