Music Videos

Mass Media & Journalism (MMJ)

Grade 9-12 Elective

Stage 1 Established Goals:

Students will work with and understand using the pre-production, production, and post-production techniques of professional film making. Students will work with order and organization by working with storyboards. Students will discover the format of a high quality professional music video. Students will use teamwork to creatively put together a successful music video. Students will use professional techniques to create a music video that communicates an idea, tells a story, and entertains.

Understandings:

Students will understand that:

Music videos are a useful media tool for musicians to market and sell their art to broad audiences.

Music videos require high quality acting, sets, costumes, and plots and can be created in a high school classroom all the way through professional media studios.

Music videos require a great deal of planning and preparation.

Music videos require a great deal of creativity.

Many music videos utilize the technique of lip-syncing.

Music videos are a combination of film, art, music, acting, and storytelling.

Music videos require high quality audio and video editing.

Story-boards, scripts, characters, and background settings are key components of quality music videos.

Essential Questions:

How do media professionals create high quality film?

What forms of high quality media can high school students create on a low budget?

What resources are required to create high quality film?

How important is content when creating media?

How is this project related to globalization, consumerism, consumption, and mass media?

Students will know:

How professionals in the field of film, media, art, music, and marketing create music videos.

How high school students on a low budget can create high quality music videos.

What resources are required to create high quality music videos.

What content a great music video contains.

How to design story-boards for music videos.

How to design the story-line, props, costumes, and background settings for music videos.

How to lip sync for a music video.

How to choose the correct song that can be told in a video story.

How to entertain fans of music and film with a music video.

Students will be able to:

Cooperatively work in a small group to achieve a common goal from start to finish.

Design plots, characters, props, costumes, and background settings for music videos.

Film enough scenes to design a full length music video for a complete song - the filming process.

Match the mood of the music with the plot, scenery, and acting in the music video.

Edit film - match audio and video and use perfect timing.

Analyze their own music videos plus the music videos of other groups - to see what worked well now and how to improve for future projects.

Stage 2/ Formative Assessment Evidence:

Post on the mrlipsky.com forum for MMJ about our favorite music videos with links to the videos for further discussion.

3 separate group updates with questions that assess the progress of our music videos.

Music Video Storyboards.

Rough Drafts of Music Videos for consulting.

Post on the mrlipsky.com forum for MMJ analyzing our own videos and other group videos.

Stage 2 Summative Assessment Evidence:

Project: Music Video Graded with a rubric the students were given at the beginning of the unit.

Stage 3 Lesson Plans:

Day 1 - Students will begin their new project - creating music videos. Students will be introduced to the tips & techniques for creating high quality videos, then they will break into their groups to brainstorm techniques for creating their videos. We will watch a few samples of great student-produced videos from last year's class. They will discuss the strengths and weaknesses of last year's videos and talk about how they can make their videos better. With remaining time students will begin storyboards.

Day 2 - Students will continue their new project - creating music videos. They will watch one more student video from last year plus an example of a professional music video from a famous band or musician - from the suggestions from last night's mrlipsky.com forum. They will discuss the strengths and weaknesses of last year's video and the professional video and talk about how they can make their videos better. Then they will break into their groups to brainstorm techniques for creating the videos. They must choose their video song by tomorrow.

Day 3 - Students will break into their groups to brainstorm techniques for creating their videos. They will begin story-boarding their videos. They will write down their ideas and discuss filming locations, roles of all group members, props or costumes, and the plots of their videos. Then we will go over the finalized list of tips & techniques for video production. We will all get a copy of that list and keep it in our binders as a checklist for all future media productions.

Day 4 - Students will break into their groups to get feedback from the teacher on their storyboards and group updates. They will consult with the teacher and work toward creating the perfect music videos. They will check off the tasks they have completed on the handout from Friday to ensure they are making high quality video. Students will begin filming their videos.

Day 5 - First we will view and discuss the filming techniques of a professional music video. Then students will break into their groups to continue filming and editing their videos. The teacher will give feedback on any footage filmed or edited thus far.

Day 6 - Students will break into their groups to continue filming and editing their videos. The teacher will give feedback on any footage filmed or edited thus far.

Day 7 - Students will break into their groups to continue filming and editing their videos. The teacher will give feedback on any footage filmed or edited thus far.

Day 8 - Students will break into their groups to continue filming and editing their videos. The teacher will give feedback on any footage filmed or edited thus far.

Day 9 - Students will break into their groups to continue filming and editing their videos. The teacher will give feedback on the rough drafts of the videos and guide the students in the right direction to make the perfect final drafts of their videos.

Day 10 - Students will break into their groups to continue editing their videos. The teacher will give feedback on any footage edited thus far.

Day 11 - Students will break into their groups to continue editing their videos. The teacher will give feedback on any footage edited thus far.

Day 12 - Students will view each group's music video today. We will write down 2 things they did well and 1 thing they can improve for next time, and discuss what we wrote. We will vote on the best music video. We will finish up this conversation on the mrlipsky.com reflection forum tonight.