

## Part One Background Research

Using proper paragraph structure, sentence structure and grammar, discuss your issue with regard to the following as subheadings: Background Information and Impact.

You do not need to write an introduction or a conclusion, however, please make sure that your paragraphs are well structured and include a topic sentence! Use your own words. Site website references. Put quotes around anything that is taken verbatim.

### Background

Discuss what makes the issue an issue, providing necessary background information. (One paragraph minimum)

### Impact

Justify why it is an important topic that warrants attention. Include who and what it affects and why. Discuss on a macro and micro level. Justify with valid and referenced facts. (One paragraph minimum)

When considering the micro and macro level, think about the following:

- How can it affect an individual or individuals?
- How can it affect a family?
- How can it affect the local community? (neighbours, schools, local places of worship, local businesses, recreational facilities)
- How does it your town, your province, you country?
- Are municipal tax dollars, provincial tax dollars or federal tax dollars needed to resolve the issue? Is it a drain on the system?
- Consider who funds the issue, for example, healthcare is funded provincially and education is funded provincially

Part One Background research	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Assigned issue thoroughly explained in your own words*; All aspects of each section thoroughly covered; Proper paragraphs, proper sentence structure, proper grammar consistently employed  * Include valid and referenced facts				

## Part Two, Choice One

### Video Evaluation for PSAs

This is a public service announcement, however, the time constraint will be different than choice one.

The video must be either 30, 45 or 60 seconds exactly.

It must be exported as an mp4 with the Vimeo preset (720p or 1080p).

It must be uploaded to the Halton Cloud in your grade 12 comm tech Shared with Me Folder.

Video Evaluation	Level One	Level Two	Level Three	Level Four
<b>Concept and Overall Impact</b>	10 11	12 13	14 15	16 18 20
Concept is original; High impact (video engages viewing audience, video suspends disbelief, it entertains); Soundtrack and sound effects are judiciously chosen and mixed so as to complement and enhance the emotion of the video without overpowering it				
<b>Editing</b>	20 22	24 26	28 30	32 36 40
All shots are properly timed and sequenced; Each scene is broken down into their respective shots; Judicious use and application of cutting on action and cutaways; Judicious use and application of montage editing; Conversations, if used, are properly sequenced; Editing adequately supports the message and the feel of the PSA Time constraint adhered to*  *One mark will be deducted for every one second outside the time constraint.				
<b>Footage and Cinematography</b>	10 11	12 13	14 15	16 18 20
All aspects of composition are consistently and accurately adhered to (rule of thirds, proper lead room, proper headroom, ¾ head position for conversations, choice of field of view, 180 degree rule); Audio of acting talent is clearly audible throughout the video; Proper camera handling consistently evident in the footage; All footage properly exposed and in focus Footage consistently and adequately supports editing techniques				

## Part Two, Choice Two Graphics Evaluation

This is a magazine advertisement that will appear in McClean's magazine, therefore, your target audience is adults.

Dimensions are 8 ½" by 11", resolution 300 dpi

<b>Graphics Evaluation</b>	<b>Level One</b>	<b>Level Two</b>	<b>Level Three</b>	<b>Level Four</b>
<b>Technical merit of PhotoShop</b>	10 11	12 13	14 15	16 18 20
Image integrity is intact without any background "residue"; Proper dimensions, proper resolution Effective use of layers				
<b>Technical merit of Illustrator</b>	10 11	12 13	14 15	16 18 20
Appropriate number of anchor points used*; All lines between anchor points are curved; Image resembles fridge art with artistic modification; Layout done in illustrator using layers for different elements; Images linked properly  *Fewest number of anchor points are used and more for necessary details				
<b>Design and Composition</b>	10 11	12 13	14 15	16 18 20
Design is effectively controlled; Designer controls what the view sees first and then elements that are secondary to it; Good use of Gestalt (similarity of colour, shape, size), alignment (edge or centre), grouping through proximity; Informal balance used; Good use of white/negative space; All visual elements work together to create a cohesiveness				
<b>Concept and Message</b>	10 11	12 13	14 15	16 18 20
Concept is original; Message of issue is clear; Catch phrase enhances the concept; Design evokes curiosity and maintains interest; Very appealing				

## Part Two, Choice Three

### Motion Graphics and Compositing Evaluation

The public service announcement should be between 30 and 60 seconds.

It must be exported as an mp4 with the Vimeo preset (720p or 1080p).

It must be uploaded to the Halton Cloud in your grade 12 comm tech Shared with Me Folder.

Motion Graphics and Compositing Evaluation	Level One	Level Two	Level Three	Level Four
<b>Theme</b>	10 11	12 13	14 15	16 18 20
The theme of your given topic is inherent in your Public Service Announcement (PSA)				
<b>Compositing Techniques</b>	10 11	12 13	14 15	16 18 20
Layers properly isolated, which may include any or all of the following: <a href="#">chroma key*</a> , masking, clipping paths, alpha channels; Techniques extensively applied throughout the production				
<b>Composition and Coordination of multiple layers</b>	10 11	12 13	14 15	16 18 20
All elements are purposely and effectively placed within the video frame; All elements are well coordinated to achieve the overall effect The focus of attention is carefully controlled				
<b>Keyframing</b>	10 11	12 13	14 15	16 18 20
Keyframes *effectively used to control the timing and parameters (* this includes use of easing)				
<b>Overall Impact</b>	10 11	12 13	14 15	16 18 20
Content engages viewers to be well aware of the importance of workplace safety, leaving them with a memorable impression.				

**\* chroma key**

- talent is consistently integrated into the image throughout the production, making appropriate use of available layers
- background is consistently keyed out throughout the production
- the integrity of the acting talent is not compromised throughout the production

**Part Three**  
**Performance Task Presentation**

<b>Presentation</b>	10 11	12 13	14 15	16 18 20
See due date online				
Include the following in your discussion: <ul style="list-style-type: none"> <li><input type="checkbox"/> background information with regards to the understanding your topic</li> <li><input type="checkbox"/> how you targeted your audience</li> <li><input type="checkbox"/> how you used your medium (graphics, video and animation) to your advantage</li> <li><input type="checkbox"/> Explain how your vision of the production differed from your final production</li> <li><input type="checkbox"/> What difficulties did you encounter?</li> </ul>				
Discussion progresses systematically; Voice is clear, audible and well paced; Discussion is very persuasive; Good citizenship adhered to for each and every presenter* <p>* Good citizenship basically means that you are respecting others as they present by listening attentively, making presenters feel comfortable, and asking relevant questions.</p>				