<u>Electronic Media Specialist</u>

Promotional Video

Use the press packet and information that was gathered in the press conference to edit a **30-60 second** promotional video.

Edit the video as if you are working for the press conference speaker's organization. Edit the videos and/or photos in a sequence that tells a positive story about the topic. Students may use the title tool in Premiere or they can create title slides in Photoshop and import them into Premiere. Locators (or CGs, supers, name keys, lower thirds, (there are several names for them)) are permitted but not required.

Pre-loaded images and/or templates are not allowed in this contest.

You will be given a jump drive that is yours to keep. Video clips, photos, and music are on the jump drive. There are probably more images and music than needed on the drive; you do not have to use everything that was provided.

Copy the folder on the jump drive onto your desktop. Launch Adobe Premiere and start a new project. Import the files into Premiere and begin editing. PLEASE WEAR HEADPHONES.

Once all students have the contents of the jump drive copied and Premiere launched, students have 60 minutes edit the video.

When you are finished editing, export your video into a .mov format. Additional instructions, including user names and passwords, will be provided so that you an upload your project to a private YouTube account. Wait until the lab monitor can see your video on YouTube before you leave the contest room.

As soon as students are dismissed from the room, passwords will be changed so that only the judges and contest officials can access the videos.