

## **Purchasing the right equipment for the job**

### *Video Production/Multimedia*

#### **Curriculum**

This assignment is for high school Video Production/Multimedia students, grades 9-12.

From this assignment, the student will gain knowledge and understanding of the skills required to identify and purchase professional video equipment for a job.

This will be a 2-day individual project. Students will also be asked to explain their choices to a person sitting next to them.

*Required Equipment:* A computer with Internet access is necessary for this assignment.

#### **Instructional Strategies**

- Creative Problem Solving
- Simulation
- Classroom Conversations
- Computer Assisted Instruction
- Decision-making Process
- Independent Research

#### **Objectives**

1. 75% of students will be able to demonstrate their understanding by making sound logical choices on purchasing the correct video equipment for filming a professional event.
2. 80% of students will be able to correctly calculate costs and stay within their budget.
3. 80% of students will be able to describe the necessary audio/video components required to complete a successful professional video project.

#### **Activities**

Students will be individually engaging in the following simulation:

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Congratulations, you've just landed yourself your first video gig! A few weeks ago, you put an ad in the yellow pages advertising your new company, and you've been asked to film a wedding from 5 pm - 10 pm in a month. Your customer has purchased a standard package from you, and are paying you a total of \$1,200 to film both the wedding and the reception. They have provided you with a deposit of half now, or \$600, in advance. Unfortunately, as this is your first video job, you don't have any equipment

yet! However, you've been saving for a while, and your parents have allowed you to borrow some additional money for start-up costs, which gives you \$2,600, plus the \$600 deposit for the wedding -- for **a total of \$3,200** to spend for the necessary professional equipment to get your business started.

Your friends have told you that both B & H Photo (<http://www.bhphotovideo.com/>) and Amazon (<http://www.amazon.com>) have some good deals on professional video equipment. So you decide to start there.

You know you're going to need some of the same stuff you used in your high school Video Production class: a camera, a tripod, a monopod, and some batteries. You also know that you don't want to go too cheap on a camera, or the quality of the footage won't be very good, and you want to do a good job so you can get referrals for additional business. Therefore, you've decided to purchase a camera that can film 1080p. You've been told that the tripod and monopod needs to fit the camera, and that when you buy the camera, it should list the screw size for the plate for when you shop for a tripod/monopod. You also remember from video class that you will need to check the weight of the camera you purchase to make sure that it doesn't exceed the weight limit listed for the tripod/monopod. So you'll need to pick out a camera prior to your stabilization equipment.

Next, to the business of batteries. You know you'll be filming for 5 hours for this event, so to be safe, you'll need at least 6 hours of battery life in some combination of batteries.

You'll also need enough recording media for the event, the nature of which will depend on the camera you buy.

Anything else you'll need? You get to thinking about this...and realize that the wedding is from 5 pm - 10 pm! That means it's going to be dark for part of the wedding! So you're going to need some kind of lighting equipment. A camera shoe mounted accessory light is a good option to stay mobile.

Let's get to work! You have \$3,200 to spend. You need to use online shopping to find the best camera, stabilization, batteries, recording media, audio, and lighting that you can for your new business -- keeping in mind that you will need to both successfully handle your first gig, and be able to use the equipment for other future events.

Don't forget to read customer reviews on products that spark your interest. Purchasing something with an average customer rating below 3.5 out of 5 is usually a bad idea, as these are professionals reviewing the products.

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## **Assessment**

Students will be turning in a final report for assessment as described in the *Products* section. Students will be graded on meeting all of the criteria described in the *Activities* section.

## **Products**

Create a new document in your favorite word processing program. Make sure that for each item you'd like to purchase, you list its **full name, description, price, and URL**. Add the prices for all items and include a total. Make sure your total is less than or equal to the amount you have available to spend. When you've completed the assignment, please save the Word document with your full name as the filename and turn it in to the electronic drop box for your class.

### **Other**

*Students will be required to demonstrate professional work ethic as previously taught in class throughout this project.*