**ICBC Drive Smart Video**

 You will be making a 1-3 minute video on safe driving. You can choose any part of driving safe that you would like (texting, seatbelts, speeding, shoulder checking, drinking and driving, driving under the influence, etc). There are tons! Try to be unique so that we don’t see 15 videos about the same thing.

You must include:

1. A shot list (this is a list of every clip that you need to film)
2. A script including any directions or text overlay on the video
3. Final video (mp4 file or published to youtube). MAKE SURE IT WORKS AHEAD OF TIME!
4. Due Wednesday June 15th (we will watch them all in class)

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| Criteria | Oscar Worthy! | Nominated but missed the mark. | Considered but not nominated. | What film? |
| Shot List | Complete list with detailed information. Obviously prepared to film. Video Appeared well thought out and planned. | All shots are listed but seem incomplete or random. Video is a bit disorganized but still great. | Shot list is short or very incomplete. Video is very disorganized or appears to have been one take with no shots. | No shot list provided. |
| Script | Script was well written and the video followed the script. Some room for improvisation but mostly well thought out. | Mostly well thought out and well written. Film deviated from the script a bit or the script was missing things from the video. | Very brief script was written. Not a true script, a lot of information, dialogue or text is missing from the script or video. | No script provided. |
| Final Video | Wowed the audience! Very impactful in some way (could be humorous or serious) audience was fully engaged. | Audience mostly engaged. Slightly off topic or generic. Could have had a bigger impact but still good. | Video was too short or missed the point of the assignment. Not impactful at all or completely off topic. | No video. |