Elevator Doc Pitch: Culminating Activity 4C

Your task is to outline and analyze an original documentary trailer idea. Your analysis should highlight the issue you have identified. It should clearly indicate a theme and represent this theme though your choices of what you would include in your issue based documentary trailer.

You should present analysis on each of the 5 Deep Viewing Categories – Symbols, Camera Angles, Lyrics and Dialogue, Sounds and Audience.

**Steps:**

1. Choose several issues that you think would be great topics for a documentary.
2. Conference with Mrs. Britton to narrow your focus down to one topic.
3. Fill in the Problem solving sheet and Target audience sheet to decide on a theme for your documentary.
4. Write out your rough draft or your presentation in one of the format options outlined in #7 below.
5. Edit and write out a good copy of your culminating activity
6. Share your analysis of your trailer of your issue based documentary in a 5 minute presentation.
7. Hand in your Articles, Culminating, Rough work and Rubric

Doc Issue Examples: Circle your choice or come up with one of your own.

|  |  |
| --- | --- |
| Skipping/ Attendance  Affording higher education  Underage Drinking/ Drug use/Smoking  Sustainable living  Teen pregnancy  Made in Canada  Depression  Ageism  Making energy green | Vandalism  Lack of communication skills  Gambling  Peer Pressure  Alternative transportation  Racism  Lack of manners in youth  Animal neglect and abuse  The broken family  Fan obsession |

1. Identify 5 aspects that you want to research to help you formulate your idea for your culminating topic / documentary idea phrased as a question (each could be one of the 5 deep Viewing categories) R**ecord your findings below. Remember you need to uncover a problem or issue at the heart of your topic and various solutions.**

|  |  |
| --- | --- |
| Something you want to find out about this topic | What you discovered |
| 1. |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |

1. Go to Globeandmail.com, NationalPost.ca, NewYorktimes.com, Macleans.ca, Economist.ca or another reputable news source and **find at least two articles** related to your topic of choice. Include an image of these articles for your Culminating and record any new data you learned from it. One should focus on the problem and one should highlight a potential solution.
2. **Presentation of your documentary trailer content options include:**
   1. **A power point** presentation with at least 10 slides (2 per DV element – 1 visual and 1 text) . \* see next page
   2. **A story board** with 5 minimum panels and ½ page of explanatory analysis **per DV element**
   3. **5 pages of written analysis min.** – One page per subject.

Choose one format.

1. **What you submit on the due date:**

* You will hand a print copy in after your oral presentation.
* You will hand in your the Problem solving sheet and
* You will hand in your Target audience sheet
* You will hand in 2 Articles relating to your issue.

1. Present your pitch enthusiastically. Sell us on the idea that this should become a documentary.

Presentation Laws:

1. Thou shalt not read off your slides
2. Thou shalt always face the audience
3. Thou shalt never have more than 10 words on a slide
4. Thou shalt encourage your audience to participate/ be entertained
5. Thou shalt show your topic through visuals as often as possible
6. Thou shalt use enthusiastic and positive body language
7. Thou shalt be ready on your due date – If you miss your presentation you will receive a 0 on your presentation component of the Culminating.

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Signed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Witnessed\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Problem solving sheet

What is the issue you are investigating?

What is a problem that relates to this issue?

What are three potential solutions to this problem?

Which solution do you think is the best one?

Write one paragraph explaining why the solution you have chosen is the best one to address the problem?

Who are the stakeholders that would care about this problem?

What are some barriers to the solution?

How achievable do you think the solution is?

Target Audience