

Unit 4: Persuasive Videography
Motion Graphics & Animation
10 Classes

Rev. May 2026

Essential Questions
● How do videos persuade people to think or act differently? ● What makes a commercial or PSA effective?

Enduring Understandings with Unit Goals
EU 1: Students will understand that persuasive videos use media techniques to influence an audience's thoughts, feelings, and actions. ● Analyze examples of commercials and PSAs ● Identify persuasive techniques used in media ● Plan videos with a clear message and audience ● Use visuals, sound, and editing to support persuasion ● Create an original persuasive video project EU 2: Students will understand that effective video production combines planning, filming, editing, and communication skills. ● Develop scripts and storyboards for video projects ● Apply filming techniques intentionally ● Use editing tools to improve clarity and impact ● Collaborate during production activities ● Reflect on creative and persuasive choices

Standards
<u>National Media Arts Standards:</u> ● MA:Cr1.1.6: Formulate variations of goals and solutions for media artworks by practicing chosen creative processes, such as sketching, improvising and brainstorming. ● MA:Cr2.1.6: Organize, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering purposeful intent. ● MA:Cr3.1.6b. Appraise how elements and components can be altered for intentional effects and audience, and refine media artworks to reflect purpose and audience.

- MA:Pr5.1.6c: Demonstrate adaptability using tools and techniques in standard and experimental ways in constructing media artworks.
- MA:Pr6.1.6: a. Analyze various presentation formats and fulfill various tasks and defined processes in the presentation and/or distribution of media artworks.
- b. Analyze results of and improvements for presenting media artworks.
- MA:Re7.1.6: a. Identify, describe, and analyze how message and meaning are created by components in media artworks.
- b. Identify, describe, and analyze how various forms, methods, and styles in media artworks manage audience experience.
- MA:Re8.1.6: Analyze the intent of a variety of media artworks, using given criteria.
- MA:Re9.1.6: Determine and apply specific criteria to evaluate various media artworks and production processes, considering context and practicing constructive feedback.
- MA:Cn10.1.6: a. Access, evaluate, and use internal and external resources to create media artworks, such as knowledge, experiences, interests, and research.

ISAAC Vision of the Graduate Competencies

Competency 1: Write effectively for a variety of purposes.

Competency 2: Speak to diverse audiences in an accountable manner.

Competency 3: Develop the behaviors needed to interact and contribute with others on a team.

Competency 4: Analyze and solve problems independently and collaboratively.

Competency 5: Be responsible, creative, and empathetic members of the community.

Unit Content Overview

Introduction to Persuasive Media

- Identify the purpose of persuasive media
- Analyze examples of commercials and PSAs
- Recognize persuasive techniques in video
- Describe how media influences audiences

Pre-Production and Planning

- Develop a persuasive message or idea
- Create a script or outline for a video
- Organize scenes using a storyboard
- Plan visuals and audio intentionally

Filming Techniques

- Demonstrate proper use of video recording tools
- Apply camera angles and framing techniques
- Use visuals intentionally to support a message

- Film clear and effective video footage

Video Editing and Persuasion

- Import and organize video clips
- Cut and arrange clips to strengthen communication
- Add transitions, text, music, or sound effects
- Apply editing techniques to improve persuasion

Commercial or PSA Project

- Plan and create a persuasive video project
- Apply filming and editing techniques effectively
- Communicate a clear message to an audience
- Revise work based on feedback
- Present and reflect on creative choices

Daily Learning Objectives with *TWPS*

Students will be able to...

- Students will identify the purpose of persuasive videos.
 - *What makes people pay attention to advertisements or PSAs?*
- Students will analyze persuasive techniques in media examples.
 - *How do videos convince people to think or act differently?*
- Students will brainstorm ideas for a commercial or PSA.
 - *What messages are important to communicate?*
- Students will create a script or outline for a persuasive video.
 - *Why is planning important in video production?*
- Students will storyboard scenes for a video project
 - *How does planning improve filming?*
- Students will apply camera angles and framing techniques while filming.
 - *How do visuals affect an audience's attention?*
- Students will film scenes for a persuasive video project.
 - *What makes video footage clear and effective?*
- Students will organize and edit video clips.
 - *How can editing strengthen a message?*
- Students will revise and improve persuasive videos based on feedback.
 - *How can feedback improve communication?*
- Students will present completed commercials or PSAs and reflect on their process.
 - *What makes a persuasive video successful?*

Instructional Strategies/Differentiated Instruction

Instructional Strategies

- Teacher modeling of filming and editing tools
- Guided practice with cameras and editing software
- Storyboarding and planning activities
- Group collaboration during filming
- Peer feedback and critique
- Project-based learning
- Visual examples of video techniques

Differentiated Instruction

- Step-by-step filming and editing guides
- Visual storyboard templates
- Flexible group roles (filmer, editor, planner)
- Video examples for modeling
- Modified project length or complexity
- Extension options for advanced students
- Choice in video topic or format

Assessments**FORMATIVE ASSESSMENTS:**

- Storyboard checkpoints
- Script/idea planning reviews
- Filming practice clips
- Editing skill checks
- Class discussions
- Peer feedback sessions
- Teacher observation

SUMMATIVE ASSESSMENTS:

- Storyboard and planning packet
- Filming practice assignment
- Basic editing exercise
- Final video production project
- Reflection and self-assessment

Unit Task

Persuasive Video (PSA or Commercial)

Students will create an original persuasive video project in the form of either a commercial or a Public Service Announcement. Students will apply persuasive communication strategies along with filming and editing techniques to create a video that communicates a clear message to an audience. Final videos will demonstrate planning, production, editing, and creative decision-making skills. (EU 1 & EU 2).

Unit Resources

- Video editing software
- Cameras
- Microphones
- Video production examples
- Storyboard templates
- Editing tutorials
- Rubrics
- Sample student videos
- Shot composition guides
- Storyboard sheets
- Script templates
- Video planning organizers
- Peer feedback forms
- Shot list guides