

Academic excellence for
business and the professions



The 3 Minute Digital Pitch Video

Caroline McGraw, Connie Tse and Matt Goral

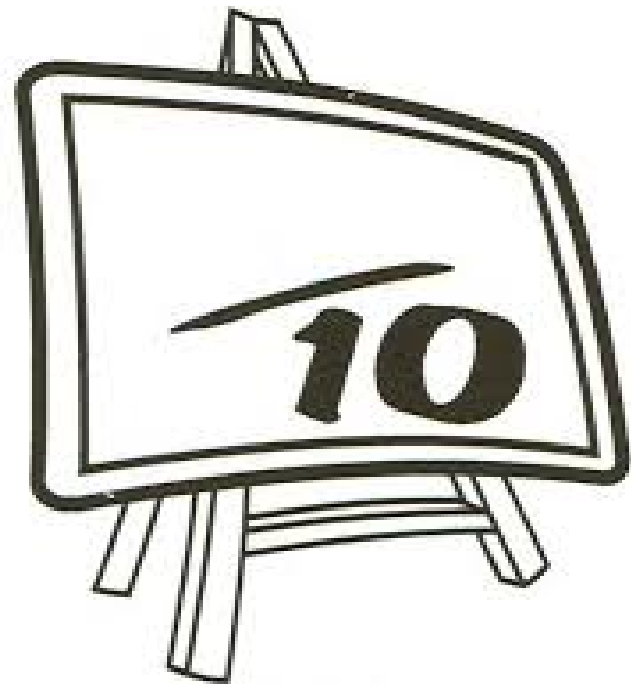
Innovations in Healthcare: Leadership and Management Perspectives (NM3180/NMM119)

Critically analyse the principles of project management and the theories that explain the leadership phenomenon



Engage in Assessment

- ✓ Innovative
- ✓ Build on existing skill set
- ✓ Authentic
- ✓ Enjoyable



Innovation

3 minute digital pitch video
presenting the proposed
innovation and elements of
the project plan



Leading by Example



Student session No.1 (1.5 hours)

- What's a Good Pitch video?
- How to plan and design a video?
- What format of video is suitable for your pitch?
- Copyright issues

Planning and design

The diagram illustrates the planning and design process for a video. It is divided into three main sections:

- Script:** A box containing a sample script for a video about a school project. The script includes dialogue and stage directions.
- Shoot plan:** A hand-drawn diagram showing the layout of a set. It includes labels for 'Backdrop', 'Models', 'lights', and 'Camera', indicating the placement of these elements.
- Storyboard:** A grid of panels showing the sequence of shots. Each panel includes a drawing of a character or scene and a handwritten note describing the shot. The storyboard is titled 'Storyboard for "The Math Showdown" by Remona Cho'.

Labels below the diagram indicate the corresponding stages: **Script**, **Shoot plan**, and **Storyboard**.

Student session No.2 (2 hours)

- “Personalised” hands-on training on video production and editing
- Video Assignment submission practice

Student support

- Guidance on Moodle
- Equipment and facilities at MILL
- Drop-in sessions for 2 months for technology support

Digital Pitch Equipment and Software Guidance

Recording narration using PowerPoint

Saving PowerPoint presentation as a movie file

Booking equipment and facilities

Editing video with iMovie (for Mac users)

Submitting your video assignment in Moodle

Outcomes

Opportunities to learn how to do a digital pitch & learn how to use a standardised framework to pitch ideas to our employer.

Module Evaluation

-The Technology team (Matt + Connie) have been very helpful in being simplistic and about explaining clearly how to complete digital Pitch. This has reduced any anxieties that I initially had.

Being Creative

The Digital Pitch - Learning about a different media style.

Fantastic course, really interesting, assessments are very innovative! Very,

Questions?