

Visual Studies 2 – TikTok Video Task

Work individually.

Create a 15 second video for TikTok using Adobe Premiere Pro.

TikTok surpassed 1 billion users in September 2021, and TikTok ads can now reach an estimated adult (18+) audience of 825 million people worldwide.

Source: Hootsuite

Your video:

- can be associated with a brand, social issue/awareness, or
- can be hobby/interest based, or
- content that will just entertain and engage the TikTok community
- decide who you are aiming at? and
- what response you want? How-to, humour, challenge, inform, ASMR etc... it's up to you but make it shareable!

You must generate your own original content, this can be still images, video, sound recordings, etc. combine/edit/manipulate to create your video.
Important: ensure filming adheres to current COVID rules/restrictions.

Other things to consider:

- TikTok vertical format 9:16
- Style of your film: eg. live action, stop motion (still images), time lapse
- Audio/Sound effects (Foley library sound effects can be used),
- Experiment with video editing software, explore colour, transitions, slow mo, VFX etc

Utilise Premiere Pro – video should be 15 seconds in length (up to 30sec max).

Generate a range of ideas on paper first, develop your ideas into storyboards and plan out your shots and footage requirements beforehand.

Present your exported rough cuts to tutor and peer group for formative feedback 17/3/22*

Aim: develop video skills, sourcing of original footage, editing and exporting.