

Foreign Language Advertisement w/ Subtitles

Grade: Secondary



Overview	Students will create a script for a video advertisement to promote a certain product, both in the foreign language, as well as in English. Students will use Kaltura to not only edit their videos but to insert a subtitled translation of their advertisement (e.g. from the foreign language to English, from English to the foreign language).
Objective	Students will translate their original script from English into the foreign language, as well as be able to pronounce the language correctly in their second advertisement with ninety percent accuracy.
Materials	<ul style="list-style-type: none">• Video Camera• Computer• Internet Access• Various Crafts / Items for Students to use in Advertisement

<p>Procedure</p>	<ol style="list-style-type: none"> 1. Write a script in English for the advertisement. 2. Film the advertisement (this step may take several attempts to get it done correctly) 3. Use Kaltura to edit the video (e.g. delete certain segments that are not needed, merge different parts of the video together, etc.) 4. Translate the original script into the foreign language 5. Using Kaltura, insert the subtitles into the original English advertisement. 6. Repeat step 2; Instead of the advertisement being done in English, it will be done in the foreign language. 7. Repeat step 3. 8. Repeat step 5; Instead of making the subtitles in the foreign language, they will now be in English. 9. Present the advertisements to the class.
<p>Evaluation</p>	<p>Evaluation will be based mostly on students' ability to successfully write (subtitles) and speak the foreign language (grammar, pronunciation, etc. in the advertisement). These two elements will account for 90% of the score for this project, 5% is based on participation, and 5% is based for success using Kaltura.</p>
<p>Standards</p>	<p>Applies to ISTE standards 1 and 2B</p> <ul style="list-style-type: none"> • Facilitate and Inspire Student Learning and Creativity Teachers use their knowledge of subject matter, teaching and learning, and technology to facilitate experiences that advance student learning, creativity, and innovation in both face-to-face and virtual environments. <p>Teachers:</p> <ol style="list-style-type: none"> a. promote, support, and model creative and innovative thinking and inventiveness b. engage students in exploring real-world issues and solving authentic problems using digital tools and resources

c. promote student reflection using collaborative tools to reveal and clarify students' conceptual understanding and thinking, planning, and creative processes

d. model collaborative knowledge construction by engaging in learning with students, colleagues, and others in face-to-face and virtual environments.

- 2B: Develop technology-enriched learning environments that enable all students to pursue their individual curiosities and become active participants in setting their own educational goals, managing their own learning, and assessing their own progress.