



LECȚIE DIGITALĂ_RESURSĂ EDUCAȚIONALĂ DESCHISĂ
Disciplina: Limba Engleză - Nivel: Liceu, A2-B2 - Prof. Florina Anghela

Notă:

Copiați linkul oricărui material de la punctele 1-7 și deschideți o fereastră în browserul dvs.
dacă linkul nu se deschide prin accesarea directă pe acest document.

Lesson Plan: Creating Impactful Videos on Sustainability

Grade Level: 11th-12th grade

Duration: 3 classes x 50'

Type: interdisciplinary activity – English, ICT, Environmental education, Art, Science

Unit Focus: Sustainability, Multimedia Communication, Project-Based Learning

Standards Alignment: B2 CEFR – Speaking, Writing, Collaboration, and Media Literacy

Lesson Objectives

- Identify a sustainability issue and research it thoroughly.
- Develop a narrative, script, and storyboard for a short video.
- Collaborate to plan, shoot, and edit a video using basic technical skills.
- Apply copyright knowledge and legal media practices in production.
- Create a 3–5 minute video and evaluate its effectiveness in communicating the message.
- Reflect on the project process and personal growth.

Materials Needed

- Computers/tablets with editing software (Canva, Padlet, iMovie, WeVideo, etc.)
- Cameras or smartphones
- Project proposal, storyboard, and reflection worksheets
- Internet access for research and royalty-free media
- Lighting and sound recording tools as available

Lesson Sequence

Activity 1: Introduction & Topic Selection

- Opening Question: 'What sustainability issue do you feel passionate about, and why?'
- Watch a short impactful sustainability video. ("Nature Is Speaking" by Conservation



International <https://www.youtube.com/watch?v=LyzOq40rpwQ&list=PL5WqtuU6JrnXjsGO4WUpJuSVmlDcEgEYb&index=1>)

- Discuss how video influences public perception.
- Introduce storytelling elements and project scope.
- Distribute and complete the Interest Survey Worksheet.

Activity 2: Planning & Storyboarding

- Form groups based on interest survey results.
- Discuss video formats and target audiences.
- Introduce scriptwriting and storyboarding techniques with examples.
- Use the Project Proposal Template to draft the storyline.
- Begin filling in the Storyboard Template.

Activity 3: Technical Workshops & Project Drafting

- Rotate through technical skill stations:
 - Camera operation and framing
 - Lighting and sound setup
 - Basic editing software overview
- Analyze effective videos in groups: What works? What doesn't?
- Start compiling media resources with copyright-free content.
- Finish script and finalize storyboard.

Activities 4–5: Production & Filming

- Shoot and begin editing video content.
- Use the Video Production Checklist to track progress.
- Teacher monitors, provides feedback, and assists technically.
- Optional: Begin promotional poster design if finished early.

Activity 6: Peer Review & Editing Revisions

- Groups present rough cut for peer review using Feedback Form.
- Revise videos based on peer feedback.
- Discuss audience engagement strategies and refine messaging.

Activity 7: Final Presentation & Reflection

- Showcase completed videos to the class.
- Facilitate discussion on effectiveness and engagement.
- Complete the Video Project Reflection Worksheet.
- Extension: Submit videos to school/community or events.

Assessment Methods

Formative Assessment:



- Script and storyboard drafts
- Ongoing teacher observations
- Peer feedback and group discussions

Summative Assessment:

- Final video (based on creativity, technical skills, clarity, and message impact)
- Reflection essay analyzing the process and challenges

Teachertips- Here are some engaging activities to practice the key points related to creating impactful videos:

1. Storytelling Workshop

- **Activity:** Organize a workshop where students create a short story based on a sustainability issue. They can work in small groups to brainstorm, outline, and share their stories.
- **Objective:** Enhance storytelling skills and understand the components of a compelling narrative.

2. Audience Analysis Exercise

- **Activity:** Have students identify their target audience for a video project. They can create audience personas that include demographics, interests, and concerns related to sustainability.
- **Objective:** Teach the importance of tailoring content to specific audiences for effective communication.

3. Technical Skills Stations

- **Activity:** Set up stations focusing on different technical skills (camera handling, lighting, sound recording, and editing). Students rotate through each station to learn hands-on techniques.
- **Objective:** Build foundational technical skills essential for video production.

4. Visual and Audio Exploration

- **Activity:** Show clips from various videos and have students analyze the visual and audio elements. They can discuss what worked, what didn't, and why.
- **Objective:** Understand the impact of visuals and sound on storytelling and viewer engagement.

5. Storyboarding Challenge

- **Activity:** Provide students with a brief sustainability topic and have them create a storyboard for a 1-2 minute video. They can sketch scenes and write notes on visuals and audio.
- **Objective:** Emphasize the importance of planning and organization in video production.



6. Copyright Scavenger Hunt

- **Activity:** Create a scavenger hunt where students find examples of copyright-free resources (images, music, etc.) online. They can present their findings to the class.
- **Objective:** Educate students about legal considerations and how to find appropriate materials.

7. Peer Review Sessions

- **Activity:** After creating draft videos, students participate in peer review sessions where they provide feedback based on a structured rubric.
- **Objective:** Foster a culture of constructive criticism and revision.

8. Engagement Strategies Brainstorm

- **Activity:** In groups, students brainstorm and share techniques to capture viewer interest (e.g., storytelling hooks, questions, visuals). They can then incorporate these strategies into their projects.
- **Objective:** Encourage creative thinking about engagement techniques.

9. Impact Measurement Discussion

- **Activity:** Facilitate a class discussion on how students can measure the impact of their videos (e.g., viewer feedback, social media shares). They can create a plan for evaluating their video's effectiveness.
- **Objective:** Highlight the importance of assessing the impact of their communication efforts.

10. Real-World Connection Showcase

- **Activity:** Invite guest speakers from local environmental organizations to discuss their work. Students can then create videos that highlight these real-world sustainability efforts.
- **Objective:** Connect classroom learning to real-world applications and inspire meaningful projects.

These activities will engage students and help them internalize the key points related to creating impactful videos on sustainability.

Extension Opportunities

- Submit videos to school-wide sustainability campaigns.
 - Invite local environmentalists for a screening and feedback session.
 - Use videos for community outreach (e.g., school social media or green team events).
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Prezentări.pptx/googleslides

https://docs.google.com/presentation/d/15wHKTwx3K1Fw4Q87MTmQsYMq-V0u8_El/edit?usp=sharing&ouid=116497077205366737300&rtpof=true&sd=true

<https://gamma.app/docs/Creating-Impactful-Videos-on-Sustainability-bt65didkr73f2z3>

https://docs.google.com/presentation/d/1X9wnb7IYROX_jlByyLs3CZqgTESCFW-mZuulXG0-Jk/edit?usp=sharing

Google forms

<https://drive.google.com/file/d/1FBAziNjGHwf9cggQ-vmole41h-YLwyII/view?usp=sharing>

<https://forms.gle/68vzLGgTmXDa4nXL9>

Fisa de lucru googledocs cu exemple de exercitii

https://docs.google.com/document/d/1Df9uZevWGSi4dgoZZhzsWLWwdaCDo7f_xm-N-OTtoTJU/edit?usp=sharing

Short video

<https://www.youtube.com/watch?v=LyzOq40rpwQ&list=PL5WqtuU6JrnXjsGO4WUpJuSVmlDcEgEYb>

<https://www.veed.io/ai-studio/973a3e16-9535-4030-9a1a-e522d86cacd6>