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UNC Wilmington Professional Writing Program
English 314: Writing & Technology
Onscreen Video Tutorial (Remediation Project)

Like other media since the renaissance—in particular, perspective painting, photography, film, and television—new digital media oscillate between immediacy and hypermediacy, between transparency and opacity. This oscillation is the key to understanding how a medium refashions its predecessors and other contemporary media. Although each medium promises to reform its predecessors by offering a more immediate experience, the promise of reform inevitably leads us to become aware of the new medium as a medium.

—from *Remediation: Understanding New Media*

Assignment Description

You will, based on our discussions of remediation, transparent immediacy, and hypermediation, re/design, re/fashion, re/mediate a set of text instructions on a facet of web development and create an onscreen video tutorial. You may use Dreamweaver, FrontPage, or Indesign for your tutorial. In short, describe a process within one of the programs using the text-help feature in each program. For example, let's say you want to create a video tutorial on creating tables in FrontPage. Go to the help section of FrontPage and read the directions for creating tables, then remediate those directions by creating a video tutorial that will help the user create tables. Lev Manovich might also refer to this process as “transcoding” data, changing data from one medium to another.

Due dates:

Drafts of videos: April 4

Revised videos: April 13

For this project, you will work in groups of three or four to design and record an on-screen video of a written task using Camtasia Studio. Each group will show their video to the entire class and a panel of judges, who will score the videos. The group with the highest score will receive a third of a letter grade added to their final grade for the course.

Note:

Allow me to stress the importance of our class time and your attendance for this project. From here on, you will mostly be working on projects in class. You must come to class prepared to work on the projects. While you may check your email, extensive Internet surfing, Facebook, MySpace and the like will be restricted. I will ask you to stop and work on our project/s. And, while this will be a “group” grade, those that I find to be “slacking” will suffer those effects under participation and professionalism. If you have significant problems, (your group members or technology) then please see me to resolve the issue.

Outlined below is the process you and your group will follow to complete the project.

Development process for creating onscreen video tutorials

1. Meet in groups and exchange information and discuss group dynamics
2. Work through written instructions (the help section)

3. Explore Camtasia, looking at help files and tutorials
4. Consider how the video remediates the written instructions
5. Design the video
6. Record the video
7. Add and edit the audio
8. Export the completed video as an executable
9. Present and test the video instructions
10. Revise the video instructions

Scoring grid for Camtasia video contest/grading

Criteria	Comments	Score (1-4)
Does the video...		
explain clearly at the start what the user will learn to do?		
break the task into discrete steps that can be easily followed?		
give the user reasons behind the actions they will take?		
integrate sound and graphic elements well?		
represent a visually appealing use of the Camtasia software to provide instructions?		
reflect that the developers have reached a minimum level of expertise in using the software and exploiting its features?		
reflect that the developers have exploited any of the advanced features of the software?		