

Anthony T. Atkins
UNC Wilmington Professional Writing Program
English 552: Visual Rhetoric (Rhetoric and Culture)
Video Composition

Assignment Description

Visual rhetoric, while not necessarily a new genre of rhetorical theory, has certainly taken center stage in the field of composition. The tools we now use to produce compositions and express our selves have changed drastically. In the past, most of us in composition studies have focused on teaching students how to consume visual and digital texts, but now it is necessary that we begin teaching students to produce those same kinds of visual texts. We also know that simply using images in a text, creating a PowerPoint, or simply building a website does not necessarily constitute a new media production.

Your job, as a group, is to find a topic related to visual rhetoric, computers and composition, and/or the teaching of technology and writing, and develop a new media presentation on that topic using adobe premiere or final cut pro. You will need the following: a topic and proposition/argument/claim, video camera, and access to the software. The video cameras can be checked out at the library and the software is located in Hoggard Hall. In both cases you will need to be vigilant about reserving cameras and video editing stations. This means you will need to do a lot of planning and preparing. For example, do not check-out video cameras until you know what you need to video. Our department also has a video camera and fire-wire that works well in Hoggard Hall. I have the camera in my possession and will be happy to loan it to you as needed. Below is a general format.

The Writing

Each of you will be responsible for writing and documenting this process. First, you will develop a research plan that focuses on an approved topic. The plan should include the research questions (visual argument) that you hope to answer. As a group write a one-page single spaced explanation of your project. You should include the roles of your group members and a time line.

Your group will offer a formal proposal/presentation of your project in about 4 weeks. The presentation should include at least 10 minutes of edited video and an explanation of what you have done and how your project will proceed.

Finally, each of you will write a one-page single spaced reflection of the process that includes critiques of the assignment and group members, access to technology, and general feelings about the process and final product. Keep in mind that you will also present your video to the class and invited guests who represent a wide range of audiences.

To get started, meet with your group and discuss your latest research papers as ways to generate ideas and possible topics.

Possible Format

An introduction to the piece
Transitions to the argument you wish to make about the topic
Use Images/video/music to illustrate that/those point/s
Incorporate text/writing within the project in some way

Things to keep in mind

How long is the video? How much time do you need for editing and filming? What video clips will you need? Converted to what format/s? How will sound or audio effect your project? Consider copyright? Please use the technology assistant center staff and program help guides. Should you like me to meet with your group, please inform me of your plans and needs.

These projects are wide-open and you are free to experiment with lots of different ideas. Be creative and make a visual argument that can be prepared for presentation. After editing is complete, render your video as a DVD.