

Anthony T. Atkins
English 496
Video Project

This class is designed to give you experience stretching the boundaries of composing new media texts that extend beyond online designs like powerpoint and webpages. The composing process has expanded to include technologies as ways with which society communicates with the general public. For example, we are made aware of important events in the world via the Internet and television. By investigating and exploring the world of composing with visual materialities, students will not only learn traditional writing skills (audience, purpose, style, and tone), but also the rhetorical processes involved in making decisions based on the use of video, music, text, and still images. We see communication, writing, and composing as an all-encompassing process of exploration, and as a necessary avenue for critique. To facilitate the idea of critiquing communications that include video, music, text, and still images, students will compose/produce their own video as a way to introduce them to rhetorical analysis, design, composing, and writing.

The Project

Students are offered two options for this project.

Project A

The first project asks you to develop a metaphor for the Internet. The metaphor should illustrate an example of what the Internet is, how it works, and/or where it is located. One way to begin this process is writing down answers to those questions and then exploring how you explained your answers in writing. Once you have written responses to the questions above consider how you might represent your explanation in visual form with a 2-5 minute video that integrates still images, video, music, and text.

In your proposal, you might want to include your written explanations of the questions above so I know your plans for the project. Also, be sure to explain how you plan to bring your metaphor to life with images, etc.

Project B

The second project asks you to “remake” a 2-5 minute commercial. Commercials are known for illustrating visual techniques of persuasion. For example, the way something looks or the way a product or service is compared to another product or service has an impact on what the viewer sees as better or more desirable. Likewise, color, scene, placement, and interaction serve as persuasive elements within a visual/TV advertisement as opposed to a radio or billboard advertisement. Be selective in your choice of commercials to remake. Some will be much easier to do than others. Doing a parody of a commercial can work for this, but the key to this assignment is trying to duplicate the visual elements within the commercial, and editing it exactly the same way as possible.

In your proposal, be sure to explain the purpose of the commercial, the reason you chose the commercial, and how you plan to remake it. What visual elements will be difficult to duplicate and how do you propose to recreate it?

Reflection

Each Group member must write 1.5 pages of reflection on the project. This reflection must follow all MLA guidelines and give a well-written account of what you learned, how you think it will be useful, how it compares to other projects you've done in our professional writing major, and how the teacher might improve the assignment.

Additional Guidelines

- Do not use copyrighted images or music (use an open source database of music, image, and video, if necessary)
- Submit your proposal on time
- Meet outside of class with group members when necessary and appropriate
- You must provide a rough draft when due
- Grades are based on how well you work with your group (meeting with them on agreed upon times!), the quality of your video (correct format: mpeg or avi), and how well you address the assignment. The video must be at least 1 minute and 30 seconds and no longer than 5 minutes.
- You must submit your reflection to receive your grade on the project
- Be prepared to work in Hoggard Hall, reserve space, and cameras—plan ahead as much as possible and foresee problems as early as possible
- Please ask or see me if you need help. Use our TAC center staff to help with video editing (I'll also be around editing as well)