

## Watch This! Video Project

For your first project, you combined text and visual elements for a print project, while in the second you used only audio to convey your argument. For our third project, you'll combine visual and audio elements to create a video that makes an argument about some aspect of the organization or issue you've been working with. As always, you'll want to start by defining a clear purpose and target audience. Your video can be overtly persuasive, in the vein of a public service announcement or commercial, or you might try a more subtle approach by creating a documentary that combines informative and argumentative purposes to capture something interesting you think viewers should think about.

After we discuss the affordances and constraints of video and some rhetorical strategies used by film-makers, you will write a script/story board to represent the content and structure of your film, which should be about 2-3 minutes long, depending on your purpose and the types of content you include. You can use multiple elements to generate a rhetorically effective video, so consider:

- Video footage you film yourself (Flip Cameras can be checked out from the library)
- Video footage you find online
- Still photographs you find online or take yourself
- Text screens
- Voice recording
- Music and/or sound effects

For all audio, video, and sound you borrow from online sources, you will need to consider fair use and include citations in a credits sequence at the end of your movie. You will combine these elements into a video using MovieMaker or iMovie. Tutorials for both programs are available in the Video Project assignment folder on Blackboard.

### Process Memo

You will write a process memo that serves as an introduction to and analysis of your video. This memo will allow you to tell me about the rhetorical choices you made, what worked for you, what you might do differently, etc. Your topics/subheadings for this memo will be:

**Rhetorical Situation** – Provide a brief overview of your topic, purpose, target audience (along with your rationale for selecting the audience) and possible forum.

**Script Text** – Why did you decide to include the chosen content? How did you use the text to make specific rhetorical appeals (logos, ethos, and pathos)? You might also discuss your organization, stylistic choices, etc.

**Video and Photo Elements** – Why/how did you choose the original or found footage and photos included in your project. What effects do you hope different visual elements will have?

**Audio Elements**– Why did you use the voice(s), music, and/or sound effects included in your video? What appeals do these audio elements make?

**Process** – How well did our/your process for this project work for you? Looking back, is there anything you would do differently? Do you have suggestions for how I might teach this assignment in future classes?

**Product** – What are you most proud of in your final product? Is there anything you would you like to improve if you had more time or better resources?

## Video and Folder Submission

You will turn your final video in by posting a thread in the “Video Submissions” Forum on the class Discussion Board in Blackboard and attaching your completed project as an .avi or .wmv file. You will turn in a folder that contains hard copies of your supporting materials:

1. Process Memo
2. Printed video script/storyboard
3. Workshop draft of script and peer feedback on video



## Timeline

Work on generating and gathering video components	2/2 – 2/10
Video Editing Studio	2/9
Full Draft Video for Workshop	2/11
Final revision and editing; write process memo	2/11 – 2/15
Video and Project Folder Due	2/16