

## **English 3040: Spring 2005 with Dr. Cheryl Ball**

### **New Media Video Project**

This project explores your ability to create an original new media text that explores the relationship of the text's theme through multimodality (i.e., using written text, audio, video, still images, animation, etc., in combination). The text should explore the moods or emotions associated with an idea, issue, or interest that has some personal or meaningful connection to you.

### **Requirements**

1. 1 to 3 minutes in length
2. Creative cinematography/composition
3. Some combination of multiple modes of communication
4. Opening Titles and closing credits
5. Saved as a web-ready file.

### **Step 1- The Starting Text**

- The text for this project will become the script for your piece, so it is very important that you choose something that will allow for creative representation.
- You can choose a text written, photographed, video-d, or sung (etc.) by someone else or choose one of your own.
- Your text can have a story line or can be a collection of shots that relate to the mood of the poem.
- Make sure your text is long enough to create a developed piece and appropriate for school.
- You may decide to start the process of design based on a written text, an audio text, or a visual text. This is your choice, depending on how you best think.

### **Step 2- Create Scripted Storyboard**

- Your storyboard is a combination of: **sketches/ shot descriptions / script.**
- You should use a storyboard format for sketching your scenes. Search the web for storyboard handouts/downloads.
- Make some notes on your storyboard as to the shots you want to include in this project and number and list sketches/shots descriptions/words in the order they will appear in the final project (or as close as you can guess at this point).
- Experiment with all phases of your design process and elements.
- All scripted storyboards must be approved before you begin composing the product.

### **Step 3- Shooting Visual portions of text**

- Using original footage is best, but if you decide to use visuals others have created, you must (a) attribute those texts to the original authors in your credits and (b) use them in a way that makes the texts part of your text.
- Use a tripod if taking lots of video.
- Observe how the shots are framed. Remember the rule of thirds. Crop still photos if necessary.
- Find a partner or friend to help you the day of your shoot with composition or props
- Watch the lighting and audio of your shoot.
- Review shot requirements to make sure you have all the footage you need.
- Remember to experiment as much as possible composing and framing shots.
- Gather sound clips to use as background audio for your piece.
- Your talent or camera person can also read or perform the written text, if necessary.

### **Step 4- Edit Footage**

- Import the portions of video clips you need into video program.
- Arrange video clips in timeline according to script
- Create and edit stills in external program and import (once edited) into movie program.
- Complete narration of spoken text (internally or externally from movie program)
- Add background sound
- Add opening and closing titles, effects, transitions, etc.
- Save often (onto your DVD) and export final version of movie (as Quicktime, WMP or other) and upload to Syllabase.

You will have a chance to “workshop” classmates’ texts before they are due.

All projects will be graded according to how well you’ve met the list of requirements.

No project is complete until it is exported and uploaded to Syllabase.

No credit will be given to incomplete projects.

Projects are due (uploaded to Syllabase) by end of exam period on Thursday, April 28.