

concept in 60



task: “Concept in 60” assignment

For this assignment, you must create a 60-second video text that illustrates the concept and/or power of multimodality.

requirements:

Your video text must run 60 seconds—no more, no less—including title screen and credits.

Your video text must take a critical, reflective, and/or interpretive approach to its subject matter.

You must show facility with both literal and non-literal video and audio matching.

You must show facility with layering and sequencing audio assets (as in the audio finger exercise).

You must include a title screen at some point during your video text. You also must give yourself credit as the video author/composer somewhere in the text.

You must use materials that exist in the public domain, have been assigned Creative Commons licenses, or for which you have secured permissions to use. You must give credit for all materials used in your project.

process:

You may record audio and video assets individually or collaboratively. You may also work on your video individually or collaboratively. The choice is yours.

saving and exporting:

In iMovie, click the “Share” button and select “File.” Select the “Large” option for a resolution of 960 by 540. Save the movie to your portable hard drive, and name the file “lastname-concept60” (e.g., Jane Smith’s would be “smith-concept60”).

Upload the file to the online dropbox folder (you’ll be invited via the email address you provided us) by 5:00 PM on Friday, May 15. We will screen the videos during the dessert party at Cindy Selfe’s house after sunset on Tuesday, May 19.