**The Video Assignment**

This assignment invites you to explore the rhetorical and material affordances and possibilities of video composition. Much like The Audio Assignment, this project offers you a number of openings as you think about composing with text, sound, and moving image. The goal of this project is to use the affordances of video to convey information, construct an argument, or tell a story. You may choose a topic that builds off the infographic you created for The Image Assignment or the sound composition your created for The Audio Assignment, or you may venture into new territory.  We also want to extend the possibilities of creative, accessible, and experimental composition.

For The Video Assignment, you will still consider (or invent) a particular genre and work with its associated conventions:  PSAs, personal essays, documentaries, short-form manifestos, creative ventures. Regardless of the form or genre you produce, for the purposes of DMAC, you should imagine composing a short-form text.

**Getting Started:  A Video Exercise**

This video exercise is intended to teach you the basics of video editing and gathering and working with a variety of assets that you can use in a video project.

Task:  Create an illustrative video of a short segment from your audio exercise (the audio alt-text of your infographic).  This video should run under :30 seconds and be comprised of the following elements:

Still images from your infographic (screenshots or crops from your digital version or photographs of your analog version).

Video footage that you captured using at least three of the shots from the “Video Glossary.”  At least one of these clips should be of someone speaking.  (Advice:  Remember, this is just an exercise, and :30 is a very short amount of time.  Best to keep your shots short and concise.)

Alphabetic text.

Video footage or still images found online that exist in the public domain, that fall under your careful interpretation of Fair Use, or that have a Creative Commons license.

**Getting Started:  The Video Assignment**

Before you begin working on your video project, you will need to make some initial decisions about the text you would like to compose (while also remaining flexible as your text takes shape).  You will also need to engage in some careful planning, creating a list of assets that you will need to gather and record (interviews, sounds, visual footage, archival materials).  You might also want to participate in some storyboarding/mapping/organizing activities if the video editing interface is new to you.

**Goals and Outcomes of The Video Assignment**

Your video  text should use to the fullest extent the affordances of text, sound, and moving image.  The audio may be constructed from archived/found audio, captured audio, audio stripped from video, or a combination thereof.

You should carefully consider short form content as you imagine and compose your video. Your text should illustrate concision and economy in rhetorically effective ways.

You should carefully consider short form content as you imagine and compose your audio text. Your project should illustrate concision and economy in rhetorically effective ways.

Your video should include a title screen and credits.  You must give yourself credit as the video author/composer somewhere in the video text.

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

Your video text must be composed for a genuine, public audience.

When appropriate, you should show facility with both literal and non-literal video and audio matching as well as facility with layering and sequencing audio assets.

You must secure permissions for all materials used in your project; this includes using permission forms for interviews.

In addition to your original captured and crafted material, you should use materials that exist in the public domain, anything that falls under your careful interpretation of Fair Use, and anything with a Creative Commons license.

You must give credit for all materials used in your project.  You should include the names of anyone you interviewed and the dates and locations of the interviews.

You must write a 2-3 sentence description that summarizes the video, that attempts to capture and convey its meaning, and that describes its form and materials.

Your video composition must be captioned.

**Submitting your final project**

You should “share” (iMovie’s way of exporting) your completed video text as an .m4v or .mp4 file. Your file should be named /Lastname.m4v/.

Your written description should be composed in the third person.  It should include the title of the video and your name in the opening sentence.  For example:

In her video, “Gone in 60,” Joy Baransi provides a compelling take on the age-old question, “If your house were on fire, what three items would you take with you?”  Using documentary interviews, Baransi captures audio of people listing their prize possessions, illustrating the deeply personal and the whimsical connections people have to objects.  The interviews are layered with stop-action photography and a staccato soundtrack to blend light-heartedness and dramatic tension.