

## **Artifact 2: Short Mash-Up Video (WOVEN) Assignment Sheet**

Your assignment for Artifact 2 is to create a 4-6 minute video in which you juxtapose 18<sup>th</sup> century text with 21<sup>st</sup> century images. You will need to consider how your visual elements will mix with your choice of audio elements – spoken word, music, sound effects. You may appear in your video – possibly acting out the content of the text you’ve chosen, or portraying a news report, perhaps – or not at all. You may include your own voice in the video, or you may not.

There are several different ways to pursue this assignment. You could produce an informational video, in which you read a piece of text (something from our class, or perhaps something that you find on your own – which I will be happy to do if you would like some help). Your choice of text may influence how you want to proceed: if you choose a personal letter, what tone would you take that might be in opposition to the tone you’d take if you choose a business or persuasive open letter, for example. You can combine text from multiple sources if you want – you aren’t limited to a single 18<sup>th</sup> century piece of writing, and can make the written element of this project a remix as well. If you are a song writer, you could do something to what Lin-Manuel Miranda did, combining real text from Hamilton’s letters with music (feel free to use existing tunes and re-write the lyrics – many broadside ballads did exactly that). You could include the text on the screen without your voice, making the oral component part of the song you choose to accompany your text (perhaps a modern song that has a similar tone or theme to the 18<sup>th</sup> century text you’ve chosen). Your options are vast – you can be as *avant garde* as you like, or combine visuals and audio in a straight-forward manner. I suggest you challenge yourself to step beyond the bounds of your comfort zone, but if you are adamantly opposed to a creative writing endeavor, you don’t have to engage in one.

You have the freedom to explore the affordances of the film medium in nearly any way you’d like. Have fun with it and explore a bit.

### **Example videos:**

**Ben Whishaw reads John Keats’ “Ode to a Nightingale”:**

<https://www.youtube.com/watch?v=ImCnbyxzYzU> or

<https://www.youtube.com/watch?v=oU9KSqh4Vg>

**Ben Whishaw reads Keats’ “La Belle Dame Sans Merci”:**

<https://www.youtube.com/watch?v=qL-L8ExX3kQ>

**Benedict Cumberbatch reads “Ode to a Nightingale”:**

<https://www.youtube.com/watch?v=TdphtMWjies>

**Emily Dickinson “I’m Nobody! Who are You?”:**

<https://www.youtube.com/watch?v=Ev15wAJkzwM>

**Benedict Cumberbatch reads Chris Barker’s letter to Bessie Moore:**

<https://www.youtube.com/watch?v=4tkm7AIXyZU>

**Poetry Mash-up:**

<https://www.youtube.com/watch?v=G5gUZL3ux5I>

## Things to consider as you create your film:

- Choose a style in which to present your text. Will you be educational? Will you be political or ideological? Are you arguing for or against your particular topic, or are you presenting both sides? Will you be particularly forceful, or will you be firm, but gentle in how you make your argument? Are you making a thundering speech, or reporting on the information as you see it? Will you use satire to make your point?
  - o The text you choose may direct you to a particular style, once that corresponds with the style or tone of the text itself, but don't be afraid to present the video in an opposing or different tone. If you do so, you'll want to consider the effect of making a video with a humorous tone if your choice of text is dealing with, say, murder or deposing the king, for example, but that doesn't mean that you can't explore the ways in which you yourself can create something satirical or even grotesque/saturnalian.
- How will you design your film? Will you be facing the camera, or will you utilize voiceover exclusively? Or will you use a mix? Will you use stock images, or will you film your own video? How will the specific content of your presentation affect your ethos, logos, and pathos of your rhetorical situation?
- What sort of aesthetic do you want to portray? Are you an "expert" in a film studio, so you'll use a green screen and add in a backdrop – perhaps putting your images on the screen behind (or beside) you? Will you be a news anchor, "reading" from a teleprompter, with some papers on the desk in front of you? Are you a casual enthusiast, speaking from your living room or dorm setting? Consider what the meaning of each of these settings would be and what that would imply. How do you want to present yourself and your ethos through your setting?
  - o If you aren't personally appearing in your video, what does the choice of images (still or moving) say about the meaning you are making (whether as part of the text itself, or what you are portraying with the film of that text)?
- If you do appear in your video, match your "costume" to your setting. If you are a news anchor, you may want to wear a suit or a blazer. If you're an SJW educating the world from your home, you may want to be more casual, or wear a t-shirt with your particular cause on it.
- Consider sound: introductory music, background soundtrack music, end credits music, sound effects, your voice quality or the quality of any voice you record or use. Be clear and be sure to have a balance between voice and sound – you don't want your background music to overpower your voice, after all!

\*\*\*We will have an **in-class iMovie Tutorial on Friday October 5**, so if you want to collect some footage to begin to play around with creating a film using editing software, you should have that before the 6<sup>th</sup>.

**Due Dates:**

- **Friday, October 12 9 PM: Draft of Storyboard and Script**
  - o Submit a draft of your storyboard/film mock-up sketch and your script on Canvas (as a PDF, Word or Google Doc, or JPG for an image).
  
- **Monday, October 15 IN-CLASS: Rehearsal Draft of Video for Peer Review**
  - o Submit a rough draft of your film on Canvas (upload to youtube.com, make it unlisted, and paste the link into the assignment submission page).
  
- **Friday, October 19 IN-CLASS: Draft of Video (complete) for Peer Review**
  - o Submit your near final draft to Canvas (upload to youtube.com, make it unlisted, and paste the link into the assignment submission page).
  
- **Monday, October 22 9PM on Canvas: FINAL DRAFT of VIDEO**
  - o Submit your final video to Canvas (upload to youtube.com, make it unlisted, and paste the link into the assignment submission page).
  
- **Monday, October 22 9PM on Canvas: Reflection**
  - o Submit your reflection to Canvas (as a Word Doc).

**Points Breakdown**

The poster is worth **270 points** total (**15%** your final grade in the course). The grade breakdown is roughly as follows, and, as always, I will use the programmatic rubric to guide my assessment of your assignment.

Points Possible	Requirements
25	<b>The Basics</b> – Drafts submitted, peer reviews completed, all elements submitted on time and correctly.
45	<b>W</b> – Though you are not submitting a specific “written” artifact for me to grade, you should consider the argument you’re making to be part of your writing for this artifact. How are you making your argument? Is it logical? What evidence are you using to support your claims? Do you have a sense of significance in your argument (why does this point matter)? How are you using text on the screen – does it make sense? Can I see it clearly?
45	<b>O</b> – Can I hear your voice/the words spoken in the video? What sort of quality might any voiceover have? Does the spoken word match the visual aspects alongside it? Is the volume appropriate, particularly in conjunction with any other sounds?
45	<b>V</b> – What am I seeing? What is the quality of the image on the screen? What are the aesthetics of the video, and how do they mesh with other aspects/affordances of the film itself? Is the screen-in-screen an appropriate size and in an appropriate place on the screen? What is the film quality – shaky or still, framed well or with too much space around the object focused on (whether that’s you or not), camera angles work or not, etc?
45	<b>E</b> – is the technology used appropriately and well? Are the edits and transitions working? How is the sound edited together with the visual – no lags or disjunctions between you speaking on screen and the voice attributed to you? Did you submit it correctly, as assigned?

45	N – is your costume appropriate for your overall aesthetic? Is the tone of your statement matching the way you are expressing it? What about music – how are you using it and are you using it well (ie. fades in or out, having it in the background all the time, theme music or just at the credits)? Any sound effects that you're using are in appropriate moments and are clear?
20	<b>Reflection</b> - Consideration of your thinking that went into the project throughout each stage. What might you do differently next time? What did you learn about not only the design process (e.g. tools used, finding or creating images needed, thinking of elements like sound, etc), but also about what interests or concerns you about the topic?
270	<b>Total</b>

### Required Elements for Reflection

Write a **one-paragraph introduction** to the artifact that articulates your intellectual process for this project. Put another way, explain where your ideas came from and how they evolved during the course of the project. You should also discuss how composing processes (examples: prewriting, outlining, drafting, peer review, revising, editing) affected your intellectual process, and vice versa.

After the introductory paragraph, compose bullet points answering each of the following questions. **Compose 2-3 bullet points per question and 1-3 complete sentences per bullet point.** Review this assignment sheet as you compose your answers.

1. What were the main intellectual goals of the assignment? Please situate these goals in terms of the course theme and in terms of the communication skills you were to learn or practice.
2. What is your argument or purpose? How did you make the argument or purpose visible and persuasive in your artifact?
3. Who is the intended audience for your artifact; why is this an appropriate audience? How is your choice of audience reflected in your artifact?
4. What are the defining features of the genre or media that you are using in this project? How do you make use of these features?
5. If you had more time for revision, what would you change and why?

### Some Helpful Sections of *WOVENText*

**Advertisements (not film, but a combination of image, text, and possible sound): p.476)**

**Digital Stories: p. 380**

**Producing a Stop-Motion Animated Film: p. 510**