

Creative Project: Video Re-mediation

English 102, Spring 2016

Dr. Ashby

For this next project, you'll continue working with the argument you developed in your researched argument paper, re-presenting it in a new media: video. In working on this "remediation" project, you'll learn about the rhetorical opportunities and affordances of video and consider the relationship between audience, purpose, genre, and medium. You'll also learn about intellectual property, fair use, and source attribution for digital works.

Your video will be two to five minutes in length, present some (not necessarily all) of the major concepts and arguments made in your paper, and direct them to a target audience of your choice.

Requirements:

- No less than two and no more than five minutes in length
- Final version posted to YouTube or similar online video sharing site (it may be made private but will need to be shared with me)
- Must reference source material and provide licensing information for all intellectual property (e.g. video clips, pictures, music)—include a credits list at the end and/or use captions within the video to name sources
- Use only Creative Commons license or Public Domain music in your video. If you bought a song on iTunes, you only have a license to play it, **not** to use in your own creative productions. On the second page of this handout, I've included a list of Creative Commons sites where you can find music.
- Still images must either be your own original photograph or illustration, or be a work for which you have a creative use license. Again, Creative Commons and Public Domain sources are your friend—I've included a list of resources below.
- Keep single clips of borrowed footage short (video clips ripped from a movie, advertisement, news broadcast, etc.). For example, a two minute video that includes three clips of 40 seconds each isn't really doing anything new—it's just showing me three video clips that someone else made. Instead, if doing a remix of borrowed footage, you need to have lots of cuts to break up the clips and intersperse them with other clips. Long clips or shots of your own original work are perfectly fine.

A successful video remediation will do the following:

- Take risks—tries to do something interesting and new; tests the affordances of a new media
- Present a clear purpose; makes an argument based on your work in your researched argument paper
- Use visuals, color, movement, audio, and sound effects for rhetorical effect
- Ensure visual clarity—video and still images are of sufficient resolution; lighting and contrast makes it easy to see what is going on; any text is large enough and has enough contrast to be easily read
- Make good pacing/timing choices—video does not drag; any text displayed long enough for the audience to read; visuals, audio, music, sound effects, etc. synch up

Intellectual Property, Copyright, and Fair Use

Giving credit to your sources is just the start. If using copyrighted material (all images, music, and video available on the web has a copyright), you **MUST** make sure your use falls under Fair Use, or acquire a license for its use. We'll talk about Fair Use in class, as well as finding and using Creative Commons and Public Domain works.

Resources

New Media resources and licenses:

CreativeCommons.org This site explains the Creative Commons movement and licenses, and provides links to other resources.

wiki.creativecommons.org/best_practices_for_attribution A link to attribution information, explaining how to credit CC sources.

Images:

- flickr.com/commons A photo-sharing resource, many (but not all) of which use creative commons licenses.
- Google Image Search. For Creative Commons License images, use google.com/advanced_search and use the “usage rights” filter (near the bottom of the search page) to use images that are free to use and share.

Music:

- ccMixer.org A collaborative music site where users can share music they have composed and recorded, and others can download it. Includes source attribution guidelines.
- dig.ccmixer.org Specifically for downloading music that has Creative Commons licenses that allow the work's use in users own projects (such as videos).

Public Domain Video:

- Prelinger Archive: archive.org/details/prelinger Vintage, video footage students can use for video mash-ups and other projects.

Schedule

Week 14 4/18–4/22	Monday 4/18 <ul style="list-style-type: none">• Noel Studio workshop on video editing Wednesday 4/20 <ul style="list-style-type: none">• Copyright and Fair Use workshop Friday 4/22 <ul style="list-style-type: none">• Video Workshop—Case Annex Computer Lab
Week 15 4/25–4/29	Monday 4/25 <ul style="list-style-type: none">• Introduce Final Portfolio• Peer review video remediation Wednesday 4/27 <ul style="list-style-type: none">• Portfolio Workshop Friday 4/29 <ul style="list-style-type: none">• In-class time to work on videos—Case Annex Computer Lab
Week 16 5/2–5/6	Monday & Wednesday <ul style="list-style-type: none">• Present Video Projects