

ENG 3860

Composing in New Media



Concept Video

Summary

Create a short video that explains a single important concept that is important to you. Edit the video to include such things as music, screen capture, still images, found video, and transitions.

Basic Requirements

Your video should be no more than **5 minutes** long and must include at least one additional mode of communication beyond “talking-head” video and voice over.

Due Dates

Final drafts are due on **Wednesday, February 15th**

Learning Objectives

- To work on explaining concepts using digital tools.
- To make meaning across more than one mode in a single piece.
- To explore the affordances of specific modes in explaining ideas.
- To work on basic video editing.

Basics

The basics are the minimum requirements for this assignment.

- Your concept video should focus on a single concept important to you. Consider taking a concept from your field, your future career, or one of your hobbies. The concept should be either something you do not expect the class to understand or something you think that they misunderstand. For example, I might choose some important concepts from my field of English that are commonly misunderstood, such as “literacy” or “discourse,” or I might choose an important concept from running, one of my hobbies, such as “The 10% rule.”
- Ideally, you choose a concept that is complex but can be explained in a short video. Don’t choose something overly simple or overly complicated.
- Try to explain the concept well but concisely. Your video should be **no more than 5 minutes long**, but a more appropriate goal to aim for should be about **3 minutes**.
- Your video should include editing. Depending on your current skill level, this may be relatively simple or more complex. Go beyond a simple “talking-head” style video to include music, screen capture, still images, found or produced videos, transitions, sound effects, or other edits. As with our first project, take your current skill level and try to go a bit beyond where you are already: try to do something new or more complex.
- Also like the first project, one of the main goals here is experimentation. Try things out and try to learn a bit about video editing!

Grading Criteria

Your video will be graded on a scale of A to F. Your grade will be based on the following criteria:

- **Choice of concept:** You have chosen a concept appropriate for the assignment. It is not overly simple or overly complex.
- **Explanation of aspect:** You explain the concept well. A newcomer to the topic could understand the basics by the end of the video. If the concept is not new, the viewer can understand the concept *differently* by the end of the video.
- **Use of examples:** You use specific examples to help demonstrate your points.
- **Editing:** You have attempted to edit your video for the best viewer effect.
- **Assets:** You have included video and audio beyond just your own voice and a shot of your head, such as music, screen capture, still images, found or produced videos, transitions, sound effects, or other edits.
- **Ethics:** The media has all been created by you or is something you have permission to use (and have referenced).
- **Attention to Assignment:** You meet assignment criteria, such as length and due date.

Grading

- A: You exceed expectations for the assignment. You have met all criteria and gone beyond.
- B: You meet all expectations for the assignment.
- C: You have minor problems meeting some or all expectations for the criteria.
- D: You have major problems meeting some or all expectations for the criteria.
- F: You do not meet the minimum expectations for the assignment.