

FSTY 1313 Rhetoric & Composition II

Project 3 Film Production

Assignment Sheet

Overview

Project 3 introduces you to film production. The goal of this project is three-fold. First, it familiarizes you with composing with digital media. Second, it asks you to compose collaboratively. Third, it requires you to supplement your library and web research with field or primary research in order to complete the project.

Your assignment is to work with your team to compose a 10-minute video on the topic you have been working with in Project 2.

In the end, your video will need to include the following:

- A narrative that incorporates your library, web, and field research.
- Design and editing strategies that give a sense of the rhetorical choices you've made.
- A clear and compelling message aimed at a specific audience.

Six Steps to Making Films

Step 1: Interview Solicitation & Questions

Each team will be assigned one or two faculty members to interview for your films. You may also find other members of the St. Edward's community that you would like to interview, such as students, librarians, administrators, or staff people. In the first week of the project, we will discuss how to write effective interview questions as well as how to communicate ethically and effectively with interview participants. You will need to submit your interview questions to me for feedback via email by **Friday, 18 Nov.**

Step 2: Production Schedule

Submit the production schedule for your film via email (dunger1@stedwards.edu). The production schedule is **due before class on Monday, 21 Nov.** It should **briefly** address:

- who you **are** interviewing
- where and when you're interviewing them
- if you're including still images or other graphics that need to be created
- who will capture or create those graphics
- when you will capture your footage to
- when you will begin editing

One example of a production schedule is posted to Canvas in the "Project 3 Supplemental Materials" folder.

Step 3: Storyboards

We will review your storyboards in class on **Wednesday, Nov. 30.** The storyboards should correspond to the footage and images you have begun to collect. At this point, you should be in the midst of shooting your film and collecting images, so some of the visuals may change. Still, it's important to consider the look of your film, and storyboard help you consider how different scenes or themes (in the case of documentaries) fit together.

A storyboard template is posted to Canvas in the "Project 3 Supplemental Materials" folder.

Step 4: Narration

A draft of your narration is due at the beginning of class on **Friday, 2 Dec.** Your narration should reflect research from each team member, leave space for interview footage and work with your storyboards. Your narration and storyboards provide a map for your film. This map will guide you in editing the film.

Step 5: Postproduction Schedule & Footage Logs

Your postproduction schedule and footage logs are due in class on **Monday, 5 Dec.** Your postproduction schedule should **briefly** address:

- the editing schedule
- what music, if any, you will use for the film (You must use Creative Commons licensed music.)
- a list of credits for the film
- when and where you will record your narration

An example of a postproduction schedule and the template for logging footage are posted to Canvas in the "Project 3 Supplemental Materials" folder on Canvas.

Step 6: Screening & Reflections

Your team will present rough cuts of your film during our screening day on **Monday, Dec. 5.** The Director will speak about the film before we watch the video and will discuss purpose, context, and audience for the project. The rest of the class will provide guided, constructive criticism that you should use in the final edits.

Additionally, **each** production team member is required to write a 500-word essay about what you learned through the project. You may write about what it was like composing in film, composing collaboratively, or what you learned from your research. These essays are meant to provide a space for reflection, not analysis. I am not asking you to write about your film's topic, but about your personal experiences and feelings having made a film with your group. **These reflections are due when the final edit of your film is due during finals week: Tuesday, 13 Dec. by 11:59 pm.**

Also, you must turn in all signed release forms for your interview subjects by 13 Dec. If you do not have signed release forms, you will have failed the project. Release forms are an absolute must. These forms are posted to the "Project 3 Supplemental Materials" folder on Canvas.

Practical Advice for Composing with Film at St. Edward's

During this project, you will learn interview techniques as well as basic storyboarding and screenwriting to help you compose a ten-minute video. You will learn how to edit digital video using iMovie. You can use your own video cameras and tripods or borrow them from the Munday Library. If you borrow one from the library, they are on loan for three days only, so you'll have to shoot and capture the footage to a hard drive during that time.

To check out a digital video camera and/or a tripod from the library, you can go to this link: <http://think.stedwards.edu/clams/digital-production-equipment-loans>

The Munday Library has a limited number of cameras and tripods, so check with them to see if you can reserve equipment for specific days/times, and be sure to stick you're your production schedules.

Again, remember to capture your footage to a computer or hard drive before returning the camera or all your hard work will be lost.

Once you have captured the footage, you will probably want to save it into an external hard drive (whether or not you are using your own computer, since video footage takes up a lot of space). A USB key may work, depending on its size. Cloud storage (e.g., Box, DropBox, etc.) may work as well.

Save your entire project on the external hard drive, and keep it there till after you have received your grade. Again, don't erase anything until the film is finished and graded.

If you have your own Mac, you can use it to edit the footage once you have it in the hard drive. If you don't have your own Mac, you can use a Mac at one of the labs on campus, including the Digital Media Center, and work on editing your film there. The staff at the DMC is very knowledgeable about iMovie and may be able to answer your questions as you work. You can also make appointments for consultations if you are having trouble with any of the equipment or software. To set up a consultation, email training@stedwards.edu. You are also encouraged to meet with me during office hours. Whether or not you decide to work on your own computer, you could do your editing at the DMC so that you can take advantage of the staff's guidance. Also, the DMC has a sound proof room with recording equipment that you may want to use to record your narration. Here's the link to reserve video and audio production rooms: <https://apps.stedwards.edu/mediaroom/>.

I will provide you with templates for releases, which you will ask every one of your interview participants to sign before you film them. These release forms are posted to the course Canvas site in the "Project 3 Supplemental Materials" folder. You will turn in these releases along with your final film and reflections. **(NOTE: Each team's Producer is responsible for keeping releases and getting them signed by interview subjects. These releases must be turned in with the final film.)**

Once you have finished your video, you will upload the video to either YouTube or Vimeo. Create a free account by going to either <http://vimeo.com/join> or http://upload.youtube.com/my_videos_upload

Practical Advice for Composing Collaboratively

Your team will work together during class time, but you'll also have to meet outside of class to plan, film, and edit. If you haven't already, I urge you to develop a way to communicate with one another very early in the project. In the past, students have used GroupMe or Facebook groups. Use whatever works for you and feels appropriate. **If a production team member does not do the work s/he has agreed to do, s/he will be removed from the group and will have to complete the project on her/his own.**

Grading

A "C" project should:

- Meet all requirements of the assignment.
- Provide appropriate description so that an audience can understand the situations and issues involved.
- Present a story or narrative arc in the film.
- Control surface errors.
- Demonstrate an understanding of film elements such as editing, framing, and lighting.

A "B" project should do everything a "C" paper does but should also:

- Show evidence that possible audience objections have been anticipated and responded to.
- Create filmic images that correspond with the topic being explored.
- Craft an interesting and informative video.

An "A" project should do everything a "B" paper does but should also:

- Show visual and stylistic flair.
- Have a clear organizational strategy based on audience expectations.
- Use B-roll in an original and pertinent manner.
- Create a video that produces a strong (intended) reaction in the audience such as laughter, compassion, admiration, etc.

Remember, your written reflection factors into your individual grade for Project 3.

Production Team Name:

Production Team Role	Role Description	Name/Email Address
<p>Producer The Producer is an uber organizer. S/he is responsible for coordinating interviews and filming with the instructor and all group members. The Producer is NOT responsible for doing other people's work. However, the Producer should always know the status of the film in production and who is supposed to be doing what. A low tech job for someone who is a good communicator and enjoys writing a lot of emails. The producer follows the production from soup to nuts, though s/he doesn't have to be tech savvy or always be present at every stage. S/he must always know what's going on.</p>	<ol style="list-style-type: none"> 1. Develops production and postproduction schedules. 2. Sets up interviews. 3. Finds locations to use in the film. 4. Coordinates between other team members and instructor. 5. Reserves equipment, schedules tech consultations, etc. 	
<p>Director The Director is a really low tech role, which means that you don't have to use the camera or edit. However, the Director should be a capable visual storyteller, be able to conduct the interview, and help craft storyboards and interview questions.</p>	<ol style="list-style-type: none"> 1. Conducts interview, including asking follow up questions and reasking important questions when something goes awry in the interview. 2. Oversees filming of interview. 3. In charge of developing the narrative, storyboards, and research question. 	
<p>Director of Photography The DP spends most of her/his time at the interview shoot and capturing. They are a tech person, but have a huge hand in the look of the film as well.</p>	<ol style="list-style-type: none"> 1. Films interview. 2. Ensures that shots are well framed. 3. Notices when interviewee stares at camera or something goes wrong and a question needs to be reshot. 4. Films B roll for the interview. 5. Collects or creates any other graphics or images needed for the film. 6. Responsible for capturing and logging the footage to iMovie. 	
<p>Editor 1 Most of the Editor's work will take place in the last two weeks of class. You might consider this when choosing your role.</p>	<ol style="list-style-type: none"> 1. Edits footage following storyboards. 2. Incorporates still images and music into film. 3. While this list looks short, editing can be time consuming, especially if your are less familiar with the software. 	