

Pepper/Eng 106

Image and Music Movie Project

Your assignment is to make a music video (which operates as entertainment, argument, and overview) of at least 3 minutes length, in a style of successive image collage. Three samples from last year can be found at: <http://web.ics.purdue.edu/~mpepper/student>.

In the past I've offered one broad theme for you to work with and interpret in your own way. This semester I'm going to try and offer a choice.

Option 1:

Lies my _____ told me. You fill in the blank: teachers, friends, parents, lovers, media, society, fairy tales, etc.

The idea is to identify some sort of misinformation you feel you've been fed throughout your life and then to argue for what you feel the "truth" or the "reality" of the situation is. Also, you don't have to use the word "lies" or the phrase "lies my _____ told me" in the video. In fact, that might be kinda painfully obvious. I'm merely presenting that as a starting point to get you thinking!

Option 2:

Identify some sort of stereotype you feel people (adults, teachers, etc.) have about your generation. Identify the stereotype, then argue to disprove it and show what the reality of your generation is really like.

Rhetorical Situation

In both options, you should identify for yourself a purpose (dictated by the topic you choose), an audience (who would you imagine getting the most out of your video), and a context (where might you post the video and would people watching it their effect the message). You won't be doing a pre-rhetorical situation write-up like the last project; however, you will need these in mind to make your composing choices and write about in your accompanying essay.

Video Requirements:

You will be using Windows Movie Maker, which allows you to make a slideshow like presentation of pictures with music playing in the background.

\$ **Your movie must be the entire duration of one song.** The song choice is up to you, but the song's lyrics, music, and mood must somehow inform and work with the argument you are trying to make. I've seen people mix multiple parts of songs, which is fine but a more tricky, technical proposition (and not always effective). **The minimum length of the movie is 3 minutes**, so choose your song accordingly. Warning, these things take a lot of time to make, so if you choose a song that is too long you are creating a lot more

work for yourself!

\$ The visuals will be a shifting slideshow of pictures. The pictures can be taken from Google Image, another photo websource, your own personal pictures that you take or have taken, or a mix of all of these. The pictures must be ordered, relevant, and taken together to form your argument (along with optional text-based slides . . . see my example, <http://web.ics.purdue.edu/~mpepper/thebankingmodel.wmv>) Rhetorical consideration must also be given to effects put on the pictures and the transition effects between the pictures. **Everything should be working together to accomplish your purpose.**

\$ The movie must contain some credits which give your name, credit to the author of the song and the song title, and some form of citation to where you got the images

Essay Requirements:

You will also write a 4-5 page paper to turn in to me with the video. The essay must (you know the drill) explain the range of your rhetorical decisions and how those decisions (the song, the pics, the cuts, the edits, the effects, etc.) work with your audience, purpose, and context. As with the photobook, you're trying to show me in your essay that thought, consideration, and purpose went into every little decision throughout your entire movie.

Due Dates:

Monday November 9th: Video uploaded to your website (we will cover this in-class) and a link sent to my email before class. Print your essay and bring it to class.

If you can't get the video on your website, please send your video to me via sendspace.com. The videos are too big to send as an email attachment.

Additional Concerns:

If you are not tech savy with getting mp3 files of music, don't worry. Tell me the song, and I will find you a file. Additionally, if you know a song you want to use, but don't have it, and don't know how to obtain it online, ask me and I will attempt to get it for you. Finally, if you eventually draw a complete blank and can't think of an appropriate song to use, I will make suggestions. Of course, I would rather not, because it really takes the movie away from being a personal statement by you.

Additional Notes:

1. You just finished a photo taking assignment, but if you're not burnt out, feel free to use your own photos. You can take photos of friends, or I even encourage you to star in your own video. The movie would likely not be all your own pics, but you can mix your own with found images (see Rochelle's video on my sample page).
2. Follow Windows Movie Maker instructions very carefully. It's very easy to screw up and lose your whole assignment.
3. The best videos will take a lot of time to make, but I believe the outcome is well worth it.