

Geography 121 Digital Video Assignment:  
**Ecological Footprint Public Service Announcement.**  
Instructors: David Brownstein and Graeme Wynn.

### **Goals.**

By completing this assignment you will be able to:

- use a video camera and digital video editing software
- divide a large project into separate tasks and negotiate the distribution of work
- display your understanding of theory from our class and incorporate it into a practical application

You will be given limited resources to complete this project, possibly the most precious of which is the very limited time. Keep your design as simple as possible. Don't be too ambitious.

### **The Project.**

There will be four components for this project. A research proposal, a personal diary, a digital video and a presentation to the class. Each member of your team should contribute to all steps of the process.

Assume the identity of an environmental non-governmental organization with an interest in sustainability issues. Research the Ecological Footprint model (you were introduced to the model in lecture on Sept 10th). What more can you learn about how the model is being used to affect positive change? Can you identify any strategies that do not appear to already be in use?

Your ultimate goal is to produce an original 60 second public service announcement on the subject. The context can be here on campus or in society more generally. How can these concepts be used for good? Create a video to communicate the essence of the model and it's potential application. While the initial audience will be your instructors and peers, we will upload our videos to the CAP website, YouTube, etc. For this reason, all material you use must be original and created by your group. This is to say, you cannot use a commercial recording as a soundtrack, and you cannot splice in copyrighted video from some other source. You can use open source content, but it must be credited. Similarly, do not film anybody without their permission. Do not try to film on private property. Please, no swearing, no violence.

### **The Process.**

Each individual should keep a private, running diary of your experiences, to be handed in with your group's final product. This is a document for you and your instructors, and is not meant to be read by your fellow group-members. The diary should not be written in one sitting at the very end, but rather as appropriate throughout the process! As the project

progresses, detail in your diary how your team managed the work. What was done by each team member? Did you work effectively as a team? How did you ensure tasks could be done in parallel?

The first step is Research. Independently, each group member should research the Ecological Footprint model and brainstorm some ideas for your video's "plot." This research and the video ideas should be no longer than one page. Email your one-page to your fellow group members, and then meet to decide on which aspects you will focus, and to determine your video's message.

As a group, discuss who your target audience is, and what you want to communicate. What should your video achieve, and how? Specify how you will evaluate your success upon completion.

Step two is to assemble an outline with two columns. The first column should indicate message, text, plot summary, voiceover, or the like; the second column should describe the visual that will accompany the idea already described. Be realistic about what you can hope to accomplish with the visuals.

Be prepared to explain why you chose your final design. In your diary, discuss the design procedures that you have gone through to produce your work.

Third, produce a timeline, including projected jobs and tasks, and who will likely do them. Important dates to include: Sept 10-19, research and brainstorming. Before Sept 15, meet as a group. Due in class Sept 19, group proposal including storyboard with two columns. Sept 22 - 28th shooting film. Sept 29-Oct 9th editing and production. Final product due for presentation in class on Oct 10th—the CAP Nature & Society Film Festival!

At the end of your video, include a credits screen identifying this as a UBC Coordinated Arts Program, Nature & Society Stream, Geography 121 project, detailing who did what. Make any other acknowledgements as required (not included in the one-minute time cap).

There will be a prize for the best PSA, as voted by your peers. The rest of the class will evaluate your group's work based upon:

- fulfilment of the requirements
- a clear and easily understandable message
- innovative use of the video medium
- how well your project matches your target audience

Marking Rubric:

Individual Ecological Footprint research (5%) and group proposal (5%).  
Project Dairy (10%) and Completed Video (10%).

Group 1: Carissa Benavides, Joshua Bokor, Samantha Bradley.

Group 2: Eliza Brenman, Evan Dunfee, Edward Fischer.

Group 3: Weston Fritz, John Guliane, Michelle Hahn.

Group 4: Masao Hayashi, Claire Hume, Knut Kitching.

Group 5: Devon Kroeger, Kathleen Lafferty, Wai Lee.

Group 6: William Leung, Lydia Marmont, Megan McGeough.

Group 7: Stacey McQuillan, Bryan Miller, Peter Nave.

Group 8: Lana Parsyak, Sarah Ravensbergen, Rosalind Sadowski.

Group 9: Johana Thompson, Jessica Tong.

Group 10: Roger Woo, Ling Zhong.