

Geography 410 Digital Video Assignment:
Public Service Announcement.
David Brownstein.

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.

Your ultimate goal is to produce a 60 second public service announcement on one of three issues. All relate to the social and environmental effects of traditional expressions of love: chocolate, cut flowers and diamonds.

Timeline: Group proposal including storyboard with two columns, due in class Oct 27. Oct 27-Nov 3rd shooting film. Nov 3-Nov 22nd editing. Final product due for presentation in class on Nov 24—the Geog 410 Film Festival!

The Project.

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

While the initial audience will be your instructor and peers, we will upload our videos to a class YouTube account. 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 and research, to be handed in with your group's final product (this should be a document of, at minimum, six or eight pages). 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 social and environmental effects of your assigned commodity, and brainstorm some ideas for your video's "plot." Email the results of your work 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 (group submission **due in class on Oct 27**). 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.

At the end of your video, include a credits screen identifying this as a UBC Geography 410 project, detailing who did what. Make any other acknowledgements as required (not included in the one-minute time cap).

Marking Rubric:

Once again, there will be a prize for the best PSA, as voted by your peers.

I 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

Project Diary, including research, group proposal, and account of the process (7.5%) and Completed Video (7.5%).

Group 1: Jackie, Matthew, Max (chocolate).

Group 2: Phil, William, George (cut flowers).

Group 3: Jennifer, Connie, Andrea (diamonds).

Group 4: Heather, Jane, Yoichiro (chocolate).

Group 5: Jake, Patrick, Warren (cut flowers).

Group 6: Naazia, Gao Shan, Nicole (diamonds).