

## Unit 4: Video Segment (Group Project)

For Unit 4, your group will draw on the individual research done for Unit 2, and your argumentative and persuasive composing skills from Units 1 and 3, in order to create a **5-7 minute** video segment for a general audience of college students. Each video should seek to explain a complex issue in an accessible way and to use research to effectively support the video's overall point (see clips of *The Daily Show*, *Last Week Tonight*, and *The Colbert Report* for examples of how you might approach this task).

**Your segment must make some kind of argument and should provide a way for your audience to take action.** Think about the kind of point you want to make about your topic and consider what you want your audience to take away from your video. Reflect on your rhetorical goals, and make a clear statement using sound *and* video effectively.

Remember: to communicate your complex research accessibly and to make a clear argument through video, you need to consider not only the context, topic, script, and material included in your segment, but also what visual, audio, and editing choices will best make your point and reach your audience. Make your decisions *intentionally—with a clear purpose/reason.*

Remember that a video is constructed like an essay, with each scene (like each paragraph) contributing to the overall argument of the film. Further, as in an essay, you should **cite your 5+ secondary sources in the credits**—this includes any film clips, images, or songs you might have taken from other sources.

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**Dear Viewer Letter (Individual):** Each member of each group will also submit one “Dear Viewer” Letter, explaining the work she/he/they did on the project; the argument her/his/their group intended to make with their video; and any filmmaking decisions the group made. This letter should be **at least 500 words** and will be turned in—double spaced and hard copy—when the video is submitted.

You may use any filming and video editing software/equipment you choose; ***however, submission of “vertical videos” will automatically receive a failing grade.***

**Final Deadline:** Videos and Dear Viewer Letters are due **in class**, \_\_\_\_\_ (please also submit an electronic copy of the video to your Instructor)

### YOUR OBJECTIVES:

- DEMONSTRATING THAT YOU CAN MAKE AN ARGUMENT THROUGH FILM;
- SHOWING THAT YOU CAN USE RESEARCH (**MINIMUM 5 SECONDARY SOURCES**) IN MAKING AND SUPPORTING AN ORIGINAL ARGUMENT;
- USING EDITING SOFTWARE IN AN EFFECTIVE, THOUGHTFUL, AND INTENTIONAL WAY; AND
- EMPLOYING VISUAL, AUDITORY, AND ORGANIZATIONAL (EDITING) ELEMENTS IN WAYS THAT MAKE YOUR ARGUMENT MORE COMPELLING.