

## ENGL352 Spring 2023 Writing in Digital Environments 30-60 second documentary video



You can select a topic or problem to serve as the subject of your 30-60 second video; you also have the option of making a documentary about someone you know. This is entirely up to you; you can choose something serious or lighthearted, as long as the tone of your finished product is appropriate for the topic. Your video should not be fiction, but rather “a work that depicts political, social, or historical subject matter in a factual and informative manner, often including interviews and accompanied by narration.” The goal of rhetoric is to inform and persuade, and I

think we would all add that effective persuasion is often entertaining. So keep this in mind as you work on the assignment.

**Topic proposal discussion board**, a brief explanation of your topic and your preliminary ideas for the project, is due Friday, April 4 (no later than March 28. Graded pass/fail, 5 points. I will approve your topic or ask you to come up with another one, so this is required before you can create your documentary.

**Creation** – your video should be at least 30 seconds, and no more than 60. Videos should include credit for any music or audio effects, photos, and other resources used as needed. Videos should be accessible in various ways (examples might include captions for spoken words, providing a transcript, describing images, etc.).

Production tools – there are a number of options to create the video, some of which may surprise you:

- *Power Point* – by recording narration, using slide transitions and other effects, you can turn a presentation into a movie (<https://support.microsoft.com/en-us/office/turn-your-presentation-into-a-video-c140551f-cb37-4818-b5d4-3e30815c3e83>)
- *Keynote* has the same options.
- Other free video creation programs include iMovie, MovieMaker, and more. [See this article for details.](#)

You can upload the files to Canvas, or upload to a video-sharing site like YouTube or Vimeo or TikTok. Feel free to use YouTube’s Unlisted listing option (but not Private! [Here’s the difference.](#))

### Resources

[this Slideshare](#) by Evan Kropp has good basic info on documentaries.

[60 Second Docs on Instagram](#). Most of these are about specific people; you aren’t constrained to this. *The Digital Storytelling Cookbook* (in Files) is assigned reading and an excellent resource.

### Grading Criteria

A: An excellent project meets all of the following: is designed with the needs of different audiences; is well organized; is written and designed appropriately for the goals of the project; multimedia and web

site projects function on a variety of platforms (in the case of web sites and multimedia); web projects guide the user or are otherwise easy to navigate and understand. Multimedia projects function throughout; meanings are easy to discern; creatively answer the assignment prompt; meet all requirements; Minimal if any typos and grammar errors no matter the format.

B: A good project has one or more of the following issues: does not take the needs of different audiences into account; is less well organized; does not meet all the goals of the project; minor issues with navigation. Multimedia projects may miss one or two requirements; may not show as much creativity; largely free of typos and grammar errors no matter the format.

C: An average project has one or more of the following issues: a broken link or some non- functioning multimedia; focuses on a single audience; difficult to navigate, forces user to figure out the purpose of elements. Multimedia projects may make the viewer struggle to understand the meaning; may only address one of the requirements. A pattern of noticeable typos and grammar errors, no matter the format of the project, will likely bring a project down into this grade.

D: A poor project has more than one broken link; in the case of multimedia, the project is impossible to easily navigate; is poorly organized; has so many typos and grammar errors that they become a distraction. Multimedia project doesn't function across platforms or forces the reader to make wild guesses as to the meaning of the project. May include multiple pieces (images, templates) created by other people.

F: A very poor project uses pre-made website templates with no attempt to revise, or repurpose; relies so heavily on work created by other people, Creative Commons-licensed or not, that it constitutes a case of plagiarism; or doesn't function (not uploaded, multimedia doesn't work, etc.).

No evaluation: Projects receiving no grade will completely fail to address the topic or assignment, or shows evidence of plagiarized writing, or are submitted without other required assignment elements that demonstrate participation in the composition / drafting process.