

## MSP 4445 - Final Assignment – The Story of You

### Purpose:

We have spent the semester learning about media analysis and in turn learning more about the self. For this final assignment, we will take all that we have learned and apply it to the production of media. I want you all to recognize the power you have as media consumers and as media producers. You don't have to be a production major or a photographer or a filmmaker or a scriptwriter to produce meaningful work. This project is all about finding your creative voice, reflecting on the self, and applying all that we have learned about media analysis.

### Components:

- 45-60 second video **OR** a series of 5 images
- Written document
  - Identity Reflection
  - Technique Choices Explanation
  - Intended Messages

### Overview:

- You will choose to create **either** a 45-60 second video **or** a series of 5 images
- I am expecting you to use a Smartphone to film/photograph, though you are welcome to use any equipment you may own or have access to.
- Your job is to create this media with the purpose of expressing who you are. Imagine that what you create tells the story of you.
- In the written document, you will demonstrate your understanding of course material by explaining your creative choices.

### Due Date and Submission:

- All sections of the written component and the video component will be due on Saturday, 5/1, by 11:00am. We will complete this project in lieu of a final exam.
- All sections of the written component and the video component will be submitted on Canvas.
- As noted on the syllabus, all submissions must be on time or you will forfeit all points for the assignment. This deadline is immovable due to my own grading deadlines.

### Note:

All work submitted for this project should be entirely original and created by you for this course. You should not use material you have shot for any previous courses or in a previous time. The point of this project is to evaluate who you are now and to put the course material into practice.

## Formatting Requirements

<b>Late Work</b>	<ul style="list-style-type: none"> <li>• Please note, like with all other assignments, late work will not be accepted and will receive a 0.</li> <li>• As stipulated in the syllabus: there will be no make-ups for the final project assignment; you must submit this assignment by the due date and time or forfeit all points for that assignment.</li> </ul>
<b>Written Components</b>	<ul style="list-style-type: none"> <li>• Submit all written components of this project as a single document.</li> <li>• <b>Please insert a page break or section break</b> between each major element of your document to separate each component – see my example</li> <li>• Your written sections should be formatted exactly as mine are in the example – same headings, use of bullet points, etc.</li> <li>• Submit as a word document only – all other document types will result in an automatic 0 on the assignment.</li> <li>• DO NOT SUBMIT any of the following: pdfs, jpgs, a pages file (the Apple word processor), a link to a Google doc, notes doc.</li> </ul>
<b>Document Layout/Format</b>	<ul style="list-style-type: none"> <li>• Font: Times New Roman</li> <li>• Font Size: 12 point</li> <li>• Margins: 1 inch top, bottom, left, right</li> <li>• All sections singled spaced</li> </ul>
<b>Video/Images</b>	<ul style="list-style-type: none"> <li>• You will submit your video as an mp4 or mov file to Canvas (if you are creating a different file type, please consult with me to make sure I will be able to view it)</li> <li>• The video should be filmed using a smartphone (though you can utilize other equipment if you have it)</li> <li>• Images should be jpeg, jpg or similar file format</li> <li>• You may use whatever editing software you would like</li> </ul>
<b>Citation</b>	<ul style="list-style-type: none"> <li>• If you utilize music or images in your video that are not original work (not produced by you), you need to cite those works.</li> <li>• You should cite these items at the end of your video (which will not count toward your 45-60 seconds). Please use APA formatting.</li> </ul>
<b>Additional Logistics</b>	<ul style="list-style-type: none"> <li>• Your video OR each of your images should be titled</li> <li>• The title(s) should be thoughtful and reflect your identity elements</li> <li>• You will submit all of your work through Canvas</li> <li>• When submitting images on Canvas, you need to click the add additional file button in order to upload all of your images.</li> <li>• Video File Title:             <ul style="list-style-type: none"> <li>○ Last name – title of video</li> </ul> </li> <li>• Image File Titles             <ul style="list-style-type: none"> <li>○ Last name – Image 1 – title of image</li> <li>○ Last name – Image 2 – title of image</li> <li>○ Last name – Image 3 – title of image</li> <li>○ Last name – Image 4 – title of image</li> <li>○ Last name – Image 5 – title of image</li> </ul> </li> <li>• It is especially important to label your image files 1-5 in accordance with the order you want me to view them. The order matters.</li> <li>• Incorrect file titles will result in an automatic 0</li> </ul>

## Filming and Editing Techniques List

In creating your video or series of photographs, I want you to be deliberate in your filming/shooting and editing choices. Below, I have listed a series of techniques and ideas that we have discussed in this course in terms of media analysis.

In order to ensure that you demonstrate a clear understanding of course material, and in order to push you to try new things, you must utilize 5 different elements in your video or photographs (**1 different main technique in each photograph**). You may certainly incorporate more than five, but I will grade you on the five you pinpoint in your explanation document.

These items should be chosen deliberately and the use of them in your video or photos should be clear. You need to be able to do these well and effectively and be able explain your choice to shoot and/or edit in this particular way.

- Silence
- Ambient noise
- Deliberate choice of music
- A deliberate change in music
- Color as symbol: an abundance of color
- Color as symbol: an instance of color
- Color as symbol: A repetition of color
- Color as symbol: A contrast of color
- Color as symbol: color blocking
- Color as symbol: filter/shade
- Symbolism – objects or settings
- Light and Dark: A contrast between light and dark
- Light and Dark: a beam or streaming light
- High angle shot
- Low angle shot
- Use of leading lines
- Character breaks the fourth wall - looking out at viewer
- Extreme long shot
- Extreme close up shot
- Dutch angle/title
- Over the shoulder shot
- Point of view shot
- Bird's eye view shot
- Establishing shot
- Focus on the background shot
- A series of quick cuts
- A gesture of intimacy
- A gesture of anger
- A self-soothing gesture

\*When selecting your techniques, remember that each technique is meant to elicit a certain reaction from the audience, draw attention to a particular person or idea, and are utilized to produce specific meaning in a text. You should select techniques deliberately in order to produce specific meaning in your piece(s)

## Written Document Instructions and Formatting

The following pages detail what you must do for each section of the written document. I have separated each section onto a new page to keep the information organized for you.

### Section 1: Identity Reflection Instructions

Identity, as we know, is complex. We can be many different things at the same time, and those things might change over time. The way we see the self is unique to each of us. I want you to think about who you are at this moment and how you came to be you. In this section, you will identify **five elements** of your identity and **explain how they came to be and why they are an important part of you**. The elements you identify could be the big picture categories we have talked about all semester (race, class, gender, sexuality, age, ability, etc.). They could be more specific (glasses wearer, likes to cook, hates the ocean, etc.). You can mix and match bigger and smaller/more specific elements. In this section, you can use and discuss anything that you feel is important to your identity.

#### Identity Reflection Section Logistics:

- Label each element
- Use bullet points to separate the 5 elements
- Each element should be identified and explained in a 6-10 sentence paragraph
- Paragraphs should be single spaced
- Insert a single space between bullets/elements
- **See example for clarity – I want you to copy my formatting from the example exactly**

## Section 2: Technique Choices Explanation Instructions

When selecting the techniques you will use, keep the following in mind:

- **Images:** If you choose to do the series of images, each image should reflect one of your identity elements and one main filming/editing technique. You will cover one identity element and one of your five techniques in each image. So it would shake out like this:
  - Image 1 – identity element 1 – technique 1
  - Image 2 – identity element 2 – technique 2
  - Image 3 – identity element 3 – technique 3
  - Image 4 – identity element 4 – technique 4
  - Image 5 – identity element 5 – technique 5
- **Video:** If you choose to do the video option, you must clearly incorporate all five identity elements and five clear techniques. You will be identifying the time of each technique in your video (which will correspond to a specific identity element)
- Remember, you can utilize more than the 5 techniques you choose; however, I will grade you on the ones you specify in this written document.

### In this section, you will:

1. Detail the production/editing choices you made in your piece(s).
2. Identify and explain the production/editing choice as well as any additional choices you made.
3. Link one technique choice to one identity element. Your explanations should be detailed and clearly demonstrate your understanding of that technique and the effect it is meant to produce. If using multiple specific elements in a scene or image, you might also speak to how those techniques work together to create the desired effect.

**Images:** if you choose to produce a series of 5 images, your technique section will be broken down by image. You will identify the technique used in the image and explain each image. The purpose of your explanation is to connect your production technique choices with how those choices demonstrate specific aspects of your identity. Each image should represent one specific aspect of your identity using at least one specific technique.

**Video:** if you choose to produce a video, your technique section will be broken down in terms of the techniques you chose. You will identify when they happen in the video and explain your choices. The purpose of your explanation is to connect your production technique choices with how those choices demonstrate specific aspects of your identity. You will link one technique choice to one specific identity element. Each element of your identity should be represented.

## **Section 2: Technique Choices Logistics:**

- Use bullet points to separate your 5 techniques (video) or 5 images (photographs).
- Each bullet point should be approximately 6-10 sentences
- Paragraphs should be single spaced
- Insert a single space between bullets
- **See example for clarity**

## **Section 2: Formatting:**

### **Images:**

#### **Image 1: “Title” - technique used – Identity element**

- Explanation is approximately 6-8 sentences long
- Explains choice of title
- Identifies main technique used
- Explains the choice to use this technique
- Identifies any additional techniques used in the image
- Explains how multiple techniques might be used in this image to achieve a desired and coherent effect.
- Explanation of your choices clearly identifies and reflects on your personal identity message.

### **Video:**

#### **Technique: List here with time it appears in the video**

- Use 5-8 sentences to explain your choices
- Explanation demonstrates a clear understanding of course material – specifically the effect this technique is often used to produce
- Explanation addresses how multiple techniques work together to achieve a desired effect
- Explanation demonstrates the coherence of your five chosen techniques
- Explanation is detailed and specific
- Explanation for the choice of this technique is well thought out
- Explanation of your choices clearly identifies and reflects on your personal identity message.

### **Section 3: Intended Messages Instructions**

In section 2, you broke down your video or images by specific techniques and explained the effect you were going for. In this last section, I want you to reflect on the intended message(s) of the larger work. In this section, I want you to identify the overall intended messages you hope come out of your overall work (the full video or the series of images). Ideas you might address:

- The intended messages you hoped to convey
- How the work reflects individual identity elements
- How the work reflects your larger identity
- What you hope your work will mean to other people and why
- How your overall and combined choices were utilized to reflect specific aspects of who you are and who you are as a whole person
- The challenges you faced in producing the individual elements and/or the larger work
- How the creative process reflected your identity

#### **Intended Messages Logistics:**

- Paragraph should be 10-12 sentences long
- Single spaced
- Should address the larger work and how it reflects your identity
- Should be well thought and demonstrate conscious choices in your work