

Promotional Video

For this assignment you will create a short video that addresses the prompt: Why I love the Communication Department at SSU.

You will be in charge of the content, design, and production of your video (plus any editing you choose to do). You may include other SSU students in your video but you MUST obtain a signed release form from anyone participating in your video.

Assignment logistics

- Content
 - Address the prompt: Why I love the Communication Department at SSU
 - BEFORE making your video you need to plan accordingly. Write out your plan before you pick up a video recording device.
 - How will you narrate this digital story?
 - Think in terms of storytelling plots: Have a beginning, a middle, and an end
 - What will you say?
 - What images will you include?
 - Will you interview someone?
 - Be sure to get their signature on a release form (provided on Canvas)
 - Will you include extraneous audio?
 - Sound bites, interviews, music
 - Do NOT use copyrighted material
 - Include scenic views of the department, campus, or university
 - You do not need to speak the entire time, you could just include some scenic shots with either natural background noise or audio overlaid
 - If you include music, do NOT include copyrighted material
- Format
 - Your video should be approximately 2 minutes (+/- 30 sec.)
- Uploading
 - Upload your video to YouTube
 - To protect your privacy make sure your video is categorized as “Unlisted” (If you set it to “Private” you will not be able to share it)
 - On Canvas, post a link to your YouTube video under this assignment in the Assignment section

The consent form for video you signed at the beginning of the semester applies to this assignment. However, if after creating your video you decide you do not want it shared on social media you need to state that in writing on Canvas when you submit it, otherwise I will defer to your original consent or non-consent.

NOTE: I will not be grading on the professional quality or editing of your video. I will be grading the content (words spoken, images used) and how the overall video tells a *story*.

This assignment is due on Canvas prior to class Friday, March 7. Be prepared for the class to view your video on Friday and to partake in a class discussion on your video.