

Essay 4: Video Essay – 100 pts.

Major Assignment (20%) / Mrs. Hendrickson / Dual Credit Composition II

What is a Video Essay?

Video essays use audiovisual materials to present research or explore topics. Like written essays, they usually contain an introduction, argument/thesis, supporting evidence, and conclusion.

Video essays are read aloud and mixed with a stream of images, sound, or video, and they often explore topics in a subjective or poetic manner. However, video essays can take many different approaches and can serve a variety of purposes.

Assignment

Using the ideas and information presented in your research essay, you will create a **4-5 minute (approximately) video essay** that explores the same topic/issue (or at least one aspect of it) in a creative, informative, and engaging way. You will need to create a **2-3 page (double-spaced) script** to help you organize the audio part of your video. You may choose to take an argumentative or persuasive approach, a more informative or expository approach, or a personal narrative approach.

No matter which approach you choose, your video essay should do the following:

- Maintains a clear focus and purpose throughout the entirety of the video
- Contains a clearly defined thesis, either implicitly or explicitly presented
- Has a specific audience
- Explores a clearly defined topic/issue
- Includes a variety of well-chosen evidence
 - Quotes, video clips, graphs/charts/images, statistics, testimonies, examples, etc.
- Elaborates on the importance/relevance/meaning of the evidence in relation to the essay's purpose
- Begins in a way that grabs the viewers' attention
- Includes sound
 - Background music
 - Speaking
 - Not monotone
 - No filler words
 - Easily heard
 - Sound from video clips
 - Voice Over
- Shows internal consistency
 - Tone is consistent (e.g. Don't have happy music playing if the topic is serious).

- Main points stick to the overall argument/purpose. (It doesn't go all over the place.)
- Audio and video match. (They are not like a badly dubbed kung-fu video.)
- Uses transitions, both visual and verbal, to carry the reader through the argument.
- Is around 4-5 minutes in length
- Has a catchy title that invites the reader to watch.
- Has a powerful conclusion that leaves the reader with something to think about
- Has logical organization that moves a reader along from one point or piece of information to the next
- Has a comprehensive, MLA (or APA) formatted, Works Cited (or Reference) page

Tentative Schedule

- **April 28:** Brainstorming, researching, and planning: Topic Proposal
- **May 2 - 6:** Planning evidence, examples, and structure: Scripts and Storyboarding
- **May 10 - 12:** Sourcing, recording, and editing: Create Video Essay
- **May 16 - 18:** Presentation of video essays. Be prepared to answer questions about the topic. Along with your video essay, you will also complete and submit a **2-3 page reflective essay** in which you reflect on the process of creating a multimodal project for a specific subject, purpose, and audience.