

1525W
First-Year Inquiry: Multidisciplinary Ways of Knowing
Food for Thought...and Action
(Jensen, Peter, Stebleton)

University of Minnesota
Fall 2008

GROUP CAPSTONE PROJECT GUIDELINES
WORTH 100 POINTS

DATE DUE: MONDAY, DEC. 8th

YouTube URL must be emailed to Murray Jensen by 9 AM on December 8

Your assignment is to create a 30 to 60 second public service announcement (PSA) video focusing on food and targeting a specific audience. Successful projects will include:

- A well-written script
- A realistic setting/set design
- Creative video shooting and editing
- A high level of imagination

At the end of the project you will be required to

- Post your video on YouTube, and send the URL to Murray Jensen (msjensen@umn.edu),
- Turn in a script and two story boards
- Turn in a Individual Accountability and Teamwork Statement and Group Dynamics Reports (more information to be given in class)

You may elect to use your own video equipment, or you may choose to use the U of M's equipment available at the U of M Smart Learning Commons: [<http://smart.umn.edu/>] More information about using the Smart Learning Commons and available technical support will be given in class.

CRITICAL STEPS IN PRODUCING A VIDEO

Select a topic and a target audience

The first step of the project is to identify a topic and target audience. While brainstorming with your group, your first few ideas may sound fun, but may not be realistic. Your group should discuss at least 3 to 5 ideas prior to committing to a topic and target audience.

Here are some examples of some possible projects to help you start brainstorming:

- A video on healthy eating habits that targets inactive 10 year olds who are at risk for Type 2 Diabetes
- A video illustrating the concept of "shopping the perimeter" for college students
- A video guide to restaurant tipping for junior high students

Sample video projects can be found on the course Moodle site – or here:

http://edcommunity.apple.com/insomnia_fall07/contest.php

Script, Story Boards, and Set Design

Professional video projects are not ad-libbed (the dialogue is not made up on the spot); a well-written script is essential. The script should be verbatim of what is heard in the video. Two story boards must also accompany the script. Story boards are drawings made prior to shooting the video and show camera shots illustrates the setting, the use of props, people who will appear in the video and so on. Story boards are also used to help develop ideas and the set design proper to filming. Set design involves selecting the place for shooting the video and placing important items such as clothing and props.

Video Shooting and Editing

The final product must look professional and computer tools (e.g., iMovie, Premiere, Movie Maker, etc.) make this doable. Make sure you have plenty of video footage prior to starting the editing process.

Essential Components of the Video

- Total length: 30 to 60 seconds
- Start with a title screen (2 seconds in length)
- Body of the video
- End: Two text screens. The first screen shows the names of the individuals involved with the project and “credits” (who did what) (2 seconds). The second screen must identify the target audience, a purpose for the project, and outside sources used. Example: The intent of this project was to promote healthy eating in inactivate 10 year olds. If more than one screen is required for credits, a third screen can be added.
- Limited use of music is permissible, but should not dominate the overall message

IMPORTANT DATES

Wednesday, November 5: Assignment introduced; Skills inventory in class.

Wednesday, November 12: First group brainstorming session in class.

Monday, December 1: Individual Accountability and Teamwork Statements due; two Storyboards also due.

Monday, December 8: YouTube URLs due to Murray at 9AM; Script due. Group Dynamics Report due.

Tuesday, December 9: Grading of videos; “winners” announced (more information below).

Wednesday, December 10: Public showing of videos from 10 to noon

NOTE: Late URLs will lose 5 points for each day they are late.

GRADING CRITERIA

- Originality: 15 points
- Story Boards: 10 points
- Script/Writing: 15 points
- Acting: 10 points
- Set design: 10 points
- Editing: 15 points
- Medium/Message/Content: 10 points
- Individual Accountability and Teamwork: 15 points

The “Winning” Video

The top video (as determined by Gary, Murray, and Mike) in the entire course will receive a perfect score (100 points). However, if no video is worth of the “top video” prize, then the judges will declare no champion.