CDM: Video Assignment
1/13/2016

Images or sounds collected from real-world examples become "paint on a palette" (74).
<div align="right">Lawrence Lessig, <em>Remix</em></div>

Make a **2-3 minute video** using pre-existing video source material. You have two main goals here. 1. Become familiar with the creative possibilities Adobe Premiere offers you, the various ways editing can transform and remake video footage. 2. Consider how remix can act as what Lev Manovich calls "view control" – how it can shift our perspective on events and information, calling attention to things that might otherwise be hard to see.

So, as you imagine the shape your remix might take, think about: What perspective will ground your video? Why might it be valuable? Is there a particular group of people you imagine it speaking to? How can you use editing to make visible new information, or a different way of viewing existing information? You don't need answers to all of these questions before getting started (you probably shouldn't have them, in fact), but you should have some reason for making your particular remix.

### *Guidelines*
- At least half of your source video must be Creative Commons or Public Domain.
- You can't use more than 10 seconds of unedited video anywhere in your remix.
- You can use as few or many pieces of source video as you like. (So, as long as it's CC/PD, you could work from a single video.)
- You're welcome to work from or incorporate pieces of the short you make in class today (1/13), or to pursue a different idea entirely.
- The remix is due **Sunday, 1/31 by 11:59PM**. You should upload it to your individual Box folder as an .mp4 file, titled in this way: CDM_lastname_video.mp4.

### *Video Portfolio*
You'll produce several documents alongside the video itself, which will also count toward your grade on this project. They are: a proposal, a reflection, and a Premiere tutorial.

The **proposal** is an initial plan of approach of **at least 300 words**. It's due **Sunday, 1/17 by 11:59PM**, and should be posted to the blog tagged with "video proposal." Feel free to use bullet points, pictures, or diagrams in addition to complete paragraphs. Here are some things to address in your proposal:
- What materials are you using? Link me to their sources.
- What would you like to do with them?
- What kind of reaction would you like to evoke in your viewers?
- What particular video editing techniques will you use? Do you know how to do them already? If not, what will you need to learn to complete this project?

The **reflection** is an account of how the project actually went, due **Sunday, 1/31 by 11:59PM,** and should be **500-600 words**. It should also include **3 screenshots** taken at

various stages of your composing process. Upload it to Box as a .doc or .docx file. Some guiding questions:

- How did you go about composing your remix? What moments are you making visible with screenshots, and why are they interesting or important to your finished product?
- How does your original vision differ from what you're turning in?
- What's your favorite part of your remix? Least favorite?
- Are there things you wish you'd done but didn't or couldn't? What are they? Why couldn't you do them?
- If you revise this video, what might you do?

You don't have to answer all of these questions, but you should give me a sense of the work that went into your remix and whether it accomplishes what you wanted it to.

The **tutorial** is a description of one trick you learned in Premiere over the course of making your remix. It should include step-by-step instructions and screenshots, and is due on the blog **before class Wednesday, 2/3**. Tag it "tutorial."

### Resources
*Video Editing Software*
Adobe Premiere is available on all campus lab computers. The version in CL 435 (CS5) is older than the version on all other Pitt computers, so you'll be able to start projects in our classroom and then take them elsewhere. **You won't, however, be able to open projects you've worked on in Hillman on 435's computers.**

You can get a 30-day free trial of Premiere for your own computer here: http://www.adobe.com/products/premiere.html

*Tutorials*
Adobe's official Premiere tutorials are here:
https://helpx.adobe.com/premiere-pro/premiere-pro-cs5-cs55-tutorials.html

As a student at Pitt, you have free access to Lynda, an online service that hosts a ton of useful technology tutorials. Go to http://lynda.pitt.edu, log in, and search for Premiere.

If you're having a specific problem, try searching Google or YouTube for "Premiere how to ____." If that doesn't work, email me and I'll see what I can figure out.

*Source Video*
I've linked to a number of Creative Commons and Public Domain video archives (and tools for downloading or copying commercial video) on our course site:
http://www.klcameron.com/cdm/resources/