

# CONCEPT IN 60



For this assignment, you must create a *conceptual* 60-second video text that explores a dimension of literacy, composing, and/or multimodality.

## **requirements:**

Your video text must run 60 seconds—no more, no less—including title screen and credits.

Your video text must take a critical, reflective, and/or interpretive approach to its subject matter.

You must show facility with both literal and non-literal video and audio matching.

You must show facility with layering and sequencing audio assets (including your “Soundtrack in 60” audio file).

You must include a title screen at some point during your video text. You also must give yourself credit as the video author/composer somewhere in the text.

If you want to use assets created by others, you should operate within the bounds of Fair Use. You can also use materials that exist in the public domain, have been assigned Creative Commons licenses, or for which you have secured permissions to use. You must give credit for all materials used in your project.

## **process:**

You may record audio and video assets individually or collaboratively. You may also work on your video individually or collaboratively. The choice is yours.

## **organizing:**

Within the Concept in 60 folder on your hard drive, use the subfolders to organize your assets.

## **exporting:**

In iMovie, click the “Share” button and select “File.” Select the “Large” option for a resolution of 960 by 540. Save the movie to your portable hard drive, and name the file “Lastname60” (e.g., Jane DeWitt’s would be “DeWitt60”). Upload the file to the online dropbox folder (you’ll be invited via the email address you provided us) by 5:00 PM on Thursday, May 12<sup>th</sup>. We will screen the videos during the dessert party at Cindy Selfe’s house after sunset on Tuesday, May 17<sup>th</sup>.

Assignment credit: Scott Lloyd DeWitt and the Digital Media and Composition Institute, Ohio State University  
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