

**PCM 320 Advanced Media Studies and Multimedia Production**

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Spring 2012  
Media Hub 113 classroom  
alternate Saturdays, 1 to 5 p.m.

**Digital Video Project**

Students will use a storyboard, preliminary 5x10 project, and Media Hub resources to create an original two-minute informational digital video for Wikipedia. You will use camcorders, digital video production software, classroom technology, and the Internet to create and share a video that meets the guidelines outlined by WikiProject Lights Camera Wiki. All videos must be suitable for end use in a free encyclopedia and reflect a neutral point of view.

The project is designed to facilitate the expansion and integration of media knowledge while developing and refining professional media literacy and quantitative literacy skills. Another outcome of the project is that students will grow as autonomous learners. Our approach to successfully completing this project will involve experimentation, learning from mistakes, personal expression, and applying insights from the course readings and independent research. Students will develop advanced abilities in problem solving and aesthetic engagement through the project—please revisit the course outcomes and upper-level abilities for criteria and consider how you can develop and demonstrate these abilities in the process of working on this project.

Due to our collaboration with Wikipedia, your final video must be produced within a context of particular professional standards. Your final video will be short, and it will address one of the following subjects: architecture, dance, heritage (including landscape, cultural artifacts, or food), machines, music, parks, or sports. ***All images and music must be your own work, out of copyright (pre-1923), or available with a Creative Commons share-alike license.*** Detailed guidelines are available [here](#). Throughout our work on this project, students will receive support through the Wikimedia Foundation’s Global Education Program and volunteer Campus Ambassadors.

The Digital Video project has four components:

1. Wikipedia User Activation. Each student will need a user account on Wikipedia (and the Wikimedia Commons). Additionally, you will need to select an individual article to which your video will contribute content. ***Due at the beginning of class on March 17.***
2. Storyboard. The storyboard should visually present a detailed plan for the video including images, camera work and lighting directions, dialogue or text graphic script, and/or sound notes. ***Due at the beginning of class on April 14.***
3. 5x10 Project. The 5x10 video should consist of five 10-second video clips edited together. ***Due at the beginning of class on April 14.***
4. Final Digital Video Project and Digital Video Self Assessment. ***The final video must be ready by the beginning of class on April 28.*** The Final Self Assessment, which will focus on advanced abilities in problem solving and aesthetic engagement, will be completed during our class meeting.