

Informative Video

Due Dates:

Group Conferences: Jan. 29th

Outline Due: Feb. 5th

Final Video Due: Feb. 12th

Class Presentations: Feb. 12th – Feb. 17th

Purpose:

Take a viewer on an informative video tour of a website to introduce and explain the various types of writing found on a non-profit website.

Project Description:

Make a screen-capture video of a non-profit website. Working in teams, pick a non-profit whose cause you are interested in. Walk someone through the various writing samples found there. Use visuals from the video as well as audio in the form of voice over narration to describe a variety of texts, highlighting important features of the texts, such as genre, purpose, angle of vision, and audience.

Video Screen-Capture Instructions:

[Mac Instructions](#)

[Windows Instructions](#)

Guiding Questions:

- What is the level of advocacy in each text? Is there a clear disclosure of advocacy?
- Is the text making an argument, informing, or doing something else? If there is a thesis statement, can you locate it?
- How credible or authoritative is each piece? Can you locate the author of each? How current is the piece?
- To what extent do any of the pieces refer to outside research or use sources? How do they cite these sources? Do they use hyperlinks? If so, for what purpose?

Grading Criteria:

The successful video...

- ✓ Clearly informs the viewer on each piece of writing using both audio and video.
- ✓ Breaks each piece of writing down to identify audience, genre, purpose and angle of vision
- ✓ Uses terminology from the textbook to explain each piece
- ✓ Video is easy to follow and clear
- ✓ Audio (transcript) is well organized and clear

Presentations:

Each team will present small portions of their video to the class and explain the choices they made.

Readings:

Allyn & Bacon: Chapter 1; Chapter 3; Chapter 4; Chapter 14