Your assignment is to create a short promotional video as part of the College Writing Program’s drop-in publicity campaign.

The College Writing Program’s drop-in sessions are undergoing a series of exciting transformations this semester. With an average of three Writing Associates (WAs) on staff at any time, the program administration is looking for new opportunities to expand their reach. One measure currently in implementation is to pilot an additional drop-in location at Skillman Library for students’ convenience. Another measure is to develop the capabilities of WAs from supporting only papers to supporting multimodal assignments, including podcasts, videos, posters, presentation slides, etc.

These new developments call for a campus-wide promotional campaign in tandem. There are two main purposes to this campaign: to inform the students and the faculty about these changes, and to improve drop-in attendances from students.

Requirements:

As part of the campaign, your video will be published on the College Writing Program Facebook page. The video should last approximately 30 seconds. The product must be scripted instead of improvised. A successful video should capture and maintain the intended audience's attention, and draw more students to drop-in. It’s up to you how to achieve that.

Do not begin filming right away. Your project should be adequately developed through all stages of planning, filming, and editing, as detailed below:

Planning (due March 14): Adequate planning is important in executing any project. You should form a story skeleton by creating a script, a storyboard, or both. Consider readily available resources (cast, locations, and props) before finalizing your idea. You should meet up with a WA at least once during this stage.

Filming (due April 8): Recording equipment will be made available through the Film and Media Studies department. You are limited to locations on campus and in the city of Easton. Amateur WA-actors and actresses maybe requested through the program.

Editing (due April 22): You may use Final Cut Pro X, available through the college Mac Labs, to edit your project. Additional technical assistance would be provided if necessary. Make sure that you work with a WA through both your rough draft and final draft.