

2. Know your audience: Let's hypothesize you showing this film to current and future students of Visual Rhetoric. You can assume they know Peirce, Berger, etc. They even know our inside jokes.

3. Choose the appropriate format. Though most will likely use straight narrative, by all means be creative. Think about structure. Play with notions of time and space, if it serves your purpose. Adopt the structure of a particular genre, like sci-fi, romantic comedy, film noir, or absurdist, to name just a few examples. Have fun with this.

4. Plan, plan, plan. You need a script. Don't worry about the formatting for this, just get your ideas down on paper. Plot out your dialogue, as well as your action, even your camera movement (see pages 174-181 for more on this). You need a storyboard (see pages 166-169). Again, don't worry about your artwork or brushwork, just get the ideas on paper to visually map out your short film. Note in the book that even 3rd-graders do this! Stick figures are fine, for example. But do it BEFORE you make the film, as planning, not afterwards just for the assignment.

Production

There is plenty on this in the book, but here you're thinking about what you will fill your frame with (and, therefore, what you'll be leaving out), the kinds of camera angles and perspectives you will use (low angle, high angle, Dutch angle, POV), the kinds of shots you want (establishing shots, long shots, medium shots, close-ups, etc.), and how you will achieve balance in your shots using the rule of thirds. The sum of these parts will be a sense of movement and the passing of time. We should feel where the camera is taking us without thinking about the camera.

Post-production

How do you carve an Indian out of a block of wood? Cut away all the parts that aren't an Indian! As film director Francis Ford Coppola said, "The essence of cinema is editing." This is where you really create your story and your particular reality. Cut away all that isn't a necessary part of your story. Editing is sometimes called "the cutting room."

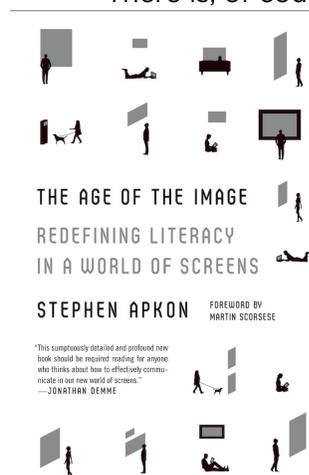
Here you are thinking about arc, transitions, tying together characters and scenes, perhaps communicating through metaphor (a big idea), and where you want to take the viewer. As we've discussed many times in class, most visual stories, be they major motion pictures or 30-second pharmaceutical ads, occur in three acts: Set the scene and introduce the characters, put them in crisis, resolve the crisis.

There is, of course, lots more in *The Age of the Image*, which reminds us "not to be intimidated." We're far more interested in learning how to tell visual stories and how they work than we are in technical proficiency.

Submit your finished video, your working script and your storyboards that map out the story in sequence. These three elements are REQUIRED. For the actual video, you can submit a file, publish to YouTube or Vimeo or to any platform for which your professor does NOT need an account or permissions he doesn't already have. Again, no TikToks.

Finally, be sure to sign the accompanying pledge of academic integrity. No pledge sheet, no grade.

Deadline: 11am, Wednesday, May 7. Submit hard copy of script, storyboards, and pledge sheet to Dr. Carroll. Email him the URL. Early submissions welcome.



Pledge of Academic Integrity

As a member of the Berry College academic community, I recognize the importance of honesty, integrity, and respect for knowledge in all academic endeavors. I hereby pledge to uphold the following principles of academic integrity:

1. Honesty: I will be truthful in all my academic pursuits, including coursework, exams, research, and any other academic activities.
2. Originality: I will submit only my original work, ideas, and creations, acknowledging and appropriately citing the contributions of others.
3. Attribution: I will give proper credit to all sources used in my academic work, whether they are written, visual, oral, or electronic.
4. Independence: I will complete all assignments and exams on my own, unless expressly permitted to collaborate with others by the instructor.
5. Respect: I will respect the intellectual property rights of others, including copyright and fair use principles, in all academic materials.
6. Ethical Use of Technology: I will not use AI or software that employ it (ChatGPT and Grammarly, for ex.) without BEFORE obtaining specific authorization from my instructor. Furthermore, I will not use any software or technology to engage in academic dishonesty, including but not limited to:
 - o Unauthorized assistance in completing assignments.
 - o Plagiarism or other forms of intellectual dishonesty.
 - o Altering or falsifying academic records or credentials.
7. Accountability: I understand that academic integrity is my personal responsibility, and I will accept the consequences of any violations of this pledge. These consequences likely mean earning a zero ('0') for any assignment or activity for which I violated this pledge. Depending on the degree of the infraction, I understand I could earn a failing grade for the course or even expulsion from the College. Lastly, I understand that ignorance is no defense against charges of academic dishonesty.

By affixing my signature below, I commit to upholding the principles of academic integrity and maintaining the highest standards of honesty and ethical conduct in all my academic endeavors.

Name

Date

