

PERSUASIVE VIDEO
CA 200, Fall 2013

The Assignment: Create an online video that makes the same argument you made in your Persuasive Speech. Use the affordances of online video to make the same argument but in a different way. Here, your audience is much broader than the audience you had for your Persuasive Speech. Assume your audience members decided to watch your video because of its catchy title or because of its placement in the “recommended videos” section of YouTube. Your audience may know little to nothing about the ‘dark side’ of online communication. Videos in the online video genre are 2-5 minutes long and utilize catchy titles, complete descriptions, and relevant tags. Be sure to follow these generic requirements. In addition to this broad genre, your video may fall into any of the many sub-genres of online video, including vlogs, remixes, voice-over commentary, parodies, songs, and more. Whichever sub-genre you choose, be sure that your video fits that genre’s style conventions.

To turn-in your video, first upload your video to YouTube and then place the link to your video in a word document that you submit to Learn@UW’s dropbox. If you have concerns about posting to YouTube, please see me. When you turn in your Persuasive Video, include a short two paragraph cover letter that explains the process you used to create your video. Explain what changes did you make during each stage of your revision process and why.

Due Date: Posted to YouTube by Friday, December 13

The Rubric:

Effectively Used the Affordances of Video	10 9 8	7 6 5 4	3 2 1 0
*Found footage functioned as evidence *Sounds and music enhanced the argument *Text and images enhanced the argument *Made deliberate choices between modes	Meets all criteria at high level	Meets some criteria; uneven	Meets few criteria
Quality of Argument	10 9 8	7 6 5 4	3 2 1 0
*Clearly presented the problem, who it affects, and why it’s significant *Clearly presented the solution, why it’s effective, and specific steps to implement it *Used a strong call to action *Anticipated and responded to audience objections	Meets all criteria at high level	Meets some criteria; uneven	Meets few criteria
Met genre expectations	10 9 8	7 6 5 4	3 2 1 0
*Chose an appropriate genre for the topic *Signaled the genre the video belonged to *The genre and the audience match up *Title of the video, tags, and description on YouTube encouraged users to watch the video	Meets all criteria at high level	Meets some criteria; uneven	Meets few criteria
Overall Clarity	10 9 8	7 6 5 4	3 2 1 0
*Editing showed care (cuts, framing, audio quality, etc.) *Speaking (if used) was easy to understand and powerful *The video flowed together naturally (transitions were smooth)	Meets all criteria at high level	Meets some criteria; uneven	Meets few criteria
Process	10 9 8	7 6 5 4	3 2 1 0
*A cover letter is turned in with the assignment and articulates the process used to write the paper and journal entries *Change is identified in the writing process (the beginning is different from the middle and end) * Includes a discussion of conferences or consultations, like in-class peer-review and visiting DesignLab	Meets all criteria at high level	Meets some criteria; uneven	Meets few criteria