

## Project 3, Part 2: Video Presentation

**In-Class Work Day 4/20**

**Video Presentation (video, script/outline, visual) due 4/25**

*See more details below and on the Project 3.2 Video Presentation rubric*

### **WHY ARE WE DOING THIS?**

You've asked your question. You've done your research. You've made your written argument. Now, you will communicate that argument to a specific public audience who needs to hear the information you've found. You'll be doing this by presenting the argument you made in your Project 3 essay to your audience through video. However, you'll have to cut down your research to the most important aspects, as you only have 5-7 minutes to persuade them. Remember: you're making a meal for your audience. This video presentation (and visual) will ask you to consider how to adjust the meal for your new audience and genre. What will you need to change? What will you need to keep the same? These rhetorical choices are key to remediating a message. The key terms for this unit are **audience** and **genre**.

### **THE VIDEO PRESENTATION: WHAT ARE WE DOING?**

You will repackage your Project 3 research argument into a **5-7 minute video presentation** for a specific public audience. Think about who would benefit from this information, and tailor your presentation to them. While informal, your presentation needs to invite your audience to action and reference at least three sources that you used in your research paper.

Your presentation needs to be cohesive and persuasive. You want to use presentation best practices, which means not simply reading from your paper. You will need to re-format your research paper for this new genre and audience.

You will want to include the following:

1. A **hook** for your audience
2. Your **thesis statement**, or what it is you are arguing
3. **At least three sources**, referenced clearly in your video and/or on your presentation visual
4. A **conclusion** that invites your audience to action and provides them with a "so what?"

You will need to include a **script or outline** of your final presentation so I can follow along with you as you present via video. *Please do not simply read from this script or outline for your presentation!* At the top of your script/outline, you need to write **1) your thesis statement**, and **2) your audience** for this presentation (even if both are also mentioned later in your script/outline).

Finally, you must also create a **visual** of at least 5 slides for your presentation, using a tool like **Powerpoint/Prezi/Google Slides**. Your visual should support what you are presenting, using color, images, and words to help the audience stay engaged and understand your main ideas. Your five slides should include a title slide and a works cited slide (on which you list the three sources you used in your presentation); you can use more than five slides, however.

For the presentation itself, you may use a script, an outline, or notecards, but present to the camera (and to your audience) and avoid just reading.

**THE VIDEO PRESENTATION: WHAT SHOULD IT LOOK LIKE?**

Your presentation will be recorded and uploaded to Blackboard. I recommend using Zoom to record and upload your video by recording your personal meeting. I created a video of how to record and post a video, as well as an example presentation video. Both videos will be posted on Blackboard.

You are also welcome to record another way; however, I need to be able to see both you and your presentation visual as you present. I also need to be able to hear you clearly. You can use your personal computer to record, or you can check out a computer from the Taylor Center that should have video/audio capabilities.

*This project is worth 10% of your grade.*

**THE VIDEO PRESENTATION: WHEN IS IT DUE?**

Bring your rough draft of your script/outline and visual to **In-Class Work Day on Wednesday, 4/20** during class. *No draft submission to Blackboard required.*

**Final draft of all elements of the Project 3 video presentation (including script/outline, copy of your visual, and presentation recording) is due by Monday, 4/25 at 11:59 PM** to the Project 3 Final: Video Presentation assignment box on Blackboard. *Sometimes videos take a while to upload, so factor that into your preparation.*