c³Design

DIGITAL MEDIA PROJECT

As CHEM 1810 and the laboratory unfolds, you will be exposed to a variety of chemistries, some traditional and others on the cutting edge of science. Hopefully, something along the way piques your curiosity and wonder. To explore your ideas and questions about a chemistry topic of interest, you are asked to complete a creative project using digital media. In addition to learning some cool chemistry, the project allows you to gain experience in several areas critical to scientific success, namely creativity, literature research, material and idea synthesis, presentation of technical material, ability to work collaboratively, and effective use of digital media.

PROJECT DESCRIPTION

The Digital Media Project (DMP) gives you the opportunity to explore a chemical product or process that interests you and then to produce a 3-5 minute movie or photo story which creatively teaches something about the chemistry. The completed project must effectively illustrate the chosen chemistry and should be self-explanatory to a knowledgeable layperson; the "point" of the project should be clear without explanation. Exceptional projects will be both technically sound and aesthetically pleasing. The project will be staged throughout the semester. Important deadlines and deliverables are described below.

Deadline: September 18

Submit via email an initial idea for your project (i.e. the chemical product or process you intend to explore), the digital media (movie or digital story), and a list of your team members.
Considerations:

- Inspiration for topics might come from observations of the world, another course you're taking, or a nagging curiosity you've had about something. To "prime the pump," check out this website: http://pubsapp.acs.org/cen/whatstuff/?. But, don't choose these; that would be boring! Choose a topic that is unexpected, out of the ordinary, on the cutting edge. The instructor reserves the right to veto any boring, uninspired, or ho-hum project ideas. All topic changes must be approved. (Note: You should avoid projects which focus heavily on biological processes. These often involve very complex chemistry which is not well understood, and thus, they are beyond the scope of CHEM 1811. While you're welcome to ignore this advice, I wouldn't recommend it.)

- You may work in groups of 2-3. Your group members must be in the same lab section as you.
- Though you are familiar with movies, digital stories might be foreign. Check out this website for a good overview: http://digitalstorytelling.coe.uh.edu/

Deadline: October 16
Submit via email a draft storyboard, a description of each group members' project responsibilities, and a tentative meeting schedule that will ensure you complete the project on time and in high quality. Considerations:

- A storyboard template can be found on the Collab site in the 'Resources' directory.
- Setting a regularly scheduled meeting time (e.g., every Friday afternoon from 3-4PM; or plan to stick around after lab each week for an extra hour) will reduce stress and frustration.
- This is worth 10% (10 points) of the project grade.

Deadline: November 7
Schedule a 15-20 meeting with instructor during the week of Nov 14-18. Considerations:

- All group members are required to attend the meeting and should be prepared to explain and defend the project.
- During the meeting you will walk through your project and show your 60 second demo.

Deadline: November 14-18
Complete the 60-second demo of your project and present it to the instructor at your scheduled meeting time. Considerations:

- All group members are required to attend the 15-20 minute meeting and should be prepared to explain and defend the project.
- During the meeting, you will walk through your project and show your 60-second demo.
- This is worth 30% (30 points) of the project grade.

Deadline: November 28 (upload); November 29-December 2 (show-off)
Upload your final project to Collab and show off your final project in lab. Considerations:

- Upload your final project to the Collab site as a .wmv or .mov file by XXX.
- You will complete both self and peer critiques following the presentations.
- This Is worth 60% (60 points) of the project grade.

OTHER CONSIDERATIONS

1. All information sources, including third-party media, must be cited. Your technical references must contain at least two non-web-based references, i.e., journals or books. All web-based resources should be legitimate research references.
2. Restrict your use of images, music, and other media to things you create or that are appropriately licensed. For example, high quality images which are licensed through Creative Commons can be found on Flickr. There are also sources with audio which is similarly licensed.
3. Every second your project runs over five minutes, your final project grade will be lowered by one point! You will also lose a point for every second below 3 minutes. So, for all our sakes, keep your project between three and five minutes.

RESOURCES

Here are descriptions of and links to some software programs that you can use to create your project. This list is in no way comprehensive and you are welcome to use other software solutions. But, you are responsible for ensuring that your project can be viewed in class and by the instructor outside of class. The Digital Media Lab (DML; 3rd floor of Clemons Library) is an excellent resource if you want to loan a camera, need easy access to a computer or the necessary software programs, or if you want technical help. If there is sufficient interest, I'll arrange for the DML to give a mini-course designed to get you up to speed on downloading, editing, and producing video.

Digital Story-creation Software

Microsoft Photo Story 3: Photo Story 3 is a free, easy-to-use program from Microsoft that lets you create slideshows using your own digital photos and images you download from the web or scan from old photographs, documents, books, magazines or newspapers. You can touch-up, crop, or rotate pictures, add special effects, music, and your own narration to your photo stories. Stories created with the program can only be played back with Windows Media Player on PCs running Windows. It only supports the use of still images, not full-motion video clips.
(http://www.mlcrosoft.com/windowsxp/using/digitalphotography/photostory/default.mspx)

Video Production

iMovie: iMovie is a digital movie creation and editing program that supports the use of full-motion video clips. iMovie lets users add titles, effects, and transitions to their projects. It

supports video clips in the .MOV format, and it is not free, although it often comes installed on new Macintosh computers. (http://www.apple.com/ilife/imovie/)

Audio-recording software

Audacity®: Audacity is free, open source software for recording and editing sounds. It is available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems. (http://audacity.sourceforge.net/)

PROJECT EVALUATION

The project will be evaluated based on the following point breakdown and criteria:

Points	Criteria
n/a	*Original Project Idea* - Submit via email an initial idea for your project, the chemical product or process you intend to explore, the digital media (movie or digital story), and a list of your team members.
10	*Draft Storyboard* - Submit via email a draft storyboard, a description of each group members' responsibilities, and a tentative meeting schedule that will ensure you complete the project on time and in high quality. Work that is on time, well-developed, thoughtful, organized, and neat will receive full credit.
30	*Instructor Meeting & 60s Demo* - Complete the 60-second demo of your project and present it to the instructor at your scheduled meeting time. Work that is on time, well-developed, thoughtful, organized, neat, and of high quality will receive full credit.
60	*Final Project & Self-/Peer Critiques* - Present your final project in lab and complete self- and peer-critiques. Work that is on time, well-developed, thoughtful, organized, neat, and of high quality will receive full credit. Chemistry (30 points) • Is the chemical product or process clearly defined and fully explored? • Is the chemistry illustrated in the project accurate and at an appropriate level and depth?

- Does the project teach something important, interesting or valuable?

Creativity & Aesthetics (30 points)

- Does the project capture the essence of the chemical product or process in an interesting or novel way?
- Is the "story" of the project clear and supported by the images, audio, narration, etc.?
- Does the pacing support the project or detract from it?
- Is the project visually interesting and of high quality?