Reflective Music Video FINAL Assignment

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| **Product** | **Timeline** | **Points (100 points)** |
| **Script/Design  outline** | November 18 | Out of 25 points |
| **Lyrics transcription** | November 27 | Out of 25points |
| **Final Music Video** | **December 7** **by 7pm** | Out of 50 points |

**Guidelines:**

Beyoncé’s *Lemonade* was simultaneously a visual album and cookbook. Have already created our cookbook, you will now continue to expand writing your voice across media by carrying that critical reflection over to your music video. Instead of creating a full-length visual album, you will be creating a **2:30 min-4:00 min music video**, complete with script/design, lyrics, and audio.

This video is based on your reflection of the semester: what have you learned about voice? What have you learned about writing/education/ institutions/ histories and narratives, etc.? How do you see yourself now? What is your story? Where will your story/voice take you next? Of course you are not beholden to these questions alone, but they are here to help you brainstorm. You can also be thinking about the answers to our courses guiding questions (see syllabus). Think of this final assignment as your kinesthetic and audible writing of voice: you have always been doing voice, but what does this verb, “do” mean to you as you write yourself across media here (and have been for the past few months).

Here are some things your Music Video should include:

* Script/Design outline
  + Description of concept/theme (how does ‘x’ symbolize your voice and your reflection of the semester?)
  + Design of set/scenery or progression of scene(s)
  + Design of outfit(s)
  + General outline of plot for the Music Video
* Lyrics transcript
  + All vocals (solos, collaborations, special appearances)
  + Discography (think “works cited” page for music including any and all samples)
* Final cut of the Music Video
  + Audio
  + Visual
  + Concept that is engaging, critical, and supports (or is cohesive with) your overall theme/message
  + Between 2 ½ and 4 minutes in length

*(Please see back)*

**Keep in Mind:**

·       Although these grades are separate in the gradebook, they are cumulative for the final grade. By splitting the process into multiple smaller grades/assignment, they are meant to help you become more familiar with the end product as you go along.

·       You may not work in pairs for this project, but you are welcome to work in groups for additional help, to appear in each other’s video, and/or work with each other for extra help in particular areas like sound recording, writing, design, etc.; however, each one of you will submit one music video and corresponding assignments.

·       Although some work for these projects are built into the class, you are responsible for doing work outside of class time (e.g. additional tutorials at the SMC) to ensure successful product production and submission.

·       Additional help can be found at the Sanford Media Center (in the Gorgas Library).

·       The final written component (i.e. Lyrics Transcription) should include the discography for any and all external, additional sources (i.e. secondary, tertiary, etc.).

**Reflective Music Video Script/Design Outline**

Name:                                                                                              Score: /25

|  |  |  |
| --- | --- | --- |
| I.  Content | Evidence | Notes |
| Cohesive narrative describing critical relationship between concept/theme and critical reflection, voice, and composition (loosely defined by composer) |  |  |
| Description of set/scene(s); shows realistic and/or logical progression and transitions |  |  |
| Description of outfit(s) |  |  |
| Description of action, actors, acts, intentions |  |  |
| Descriptions of aesthetic choices support concept *and* narrative |  |  |

**Reflective Music Video Lyrics Transcription**

Name:                                                                                              Score: /25

|  |  |  |
| --- | --- | --- |
| II.  Content | Evidence | Notes |
| Accurate transcription of vocals (including all solos, collaborations, special appearances) |  |  |
| Lyrics’ content support concept/theme |  |  |
| Discography is included (and correctly annotated) |  |  |
| GSP & Mechanics |  |  |
| Style of lyrics are varied and have depth |  |  |

**Final Reflective Music Video**

Name:                                                                                             Score: /50

|  |  |  |
| --- | --- | --- |
| III.  Content | Evidence | Notes |
| Balance of audio and narrative |  |  |
| Duration (i.e. time limit) |  |  |
| Previous content included & revised (e.g. lyrics & script) |  |  |
| Effective use aesthetics |  |  |
| Overall production and execution of concept and vision (i.e. editing, smooth transitions, clarity of sound, clarity of image |  |  |

**Final Major Reflective Music Video Final Grade**:      /100