

CreateWorld Conference 2008

Michael Dezuanni, Jessica Coates and Elliot Bledsoe

Creative Commons in Education: Workshop

The following project is intended for use with students in the 12 to 15 years age range.

Equipment you will need

- Computer with video editing software and access to the Internet
- Cameras if you intend to shoot your own footage.

Video is a powerful medium that can present a complex message in a short period of time.

In fact, all it takes is one minute, or even less, to persuade, inform or entertain someone.

Advertisements, film trailers and news segments are all examples of media forms that take very little time to communicate with their audiences. And thanks to new technologies anyone can make a video, even if they don't have a camera.

In this project, you are going to make a One Minute Wonder about an issue that you feel strongly about. You can gather footage in a number of ways: you can shoot it with a video or digital still camera, use images you have shot in the past or **collect images you find online, legally**. The most important thing is that these images can be put together with a soundtrack and voice over to deliver your message in just one minute!

What you need to do...

Planning

- The first thing you need to do is work in small groups of three to select an issue you would like to make a video about. This needs to be something you feel strongly about and probably something that directly effects your local community or school. It might relate to a topic you are studying in one of your classes. Some ideas might include: an environmental issue, an issue related to the rights of young people or a focus on a problem in your school like bullying. Of course, you will need to discuss your issue with your teacher.
- Decide on the style of video you wish to make. See the information about techniques of persuasion later in this project for help with this. Essentially you need to decide between: hard sell, appeal to emotions, appeal to social involvement or logical argument.
- Try to write a “punch line” for your video. That is, a sentence that briefly and directly captures what you want to say. For example, ‘Pollution is killing the earth’. You might not use this in your video, but it will help you to structure your ideas.
- Brainstorm a lot of different ideas for how you might ‘sell’ your punch line through visual images. It doesn’t matter if different members of your group have quite different ideas at this stage, as sometimes the best ideas come from combining quite different approaches.
- Settle on a concept and write a list of the types of images and sounds you would like to use in your video. Consider how you will gather these – will you shoot or record them yourself, or can you get them online? If you get the material online, be careful not to infringe **copyright**. Use appropriate public domain or **Creative Commons** licensed images and video (see below), and make sure you credit them properly.

- Develop a script for your video. Use the two column script structure below to indicate all the visual images you will use in one column and all your sound in the other.
- Consider the hints on structuring your One Minute Wonder outlined below to help you develop your script.

Time	Vision	Sound

Table 1: Two column script structure.

Hints for structuring your One Minute wonder:

- Use the juxtaposition technique. Juxtaposition means putting two images together to create a visual impact. For example, if you see an image of fumes coming out of a car exhaust and then an image of a person coughing, you gain a particular meaning from the images.
- Have a beginning, middle and an end. Your beginning and end will probably be quite short.
- Use your introduction to make the stance you have on your issue very clear.
- Use your conclusion to present your audience with an opportunity for action in relation to the issue.
- If you plan to use interviews in your production, they should be brief. Get quick comments from people rather than in-depth opinions.

Schedule

Copy the following schedule into your workbook to help organise the production of your video.

Task	When we will complete it	Equipment to be used	Completed?
Initial planning			
Script writing			
Gathering footage and sound			
Editing			

Table 2: Schedule

Techniques of persuasion

We are all exposed to advertising every day of the week, but did you know that most advertisements and other types of media persuasion can nearly all be described by one of the following categories? For each of the categories, write down the names of three advertisements you are aware of that use the technique.

Technique	Examples
Hard Sell – Is the most obvious form of persuasion. This is where you are told to buy or do something because you will	

<p>benefit from it by saving money, or doing yourself a favour. You might be told to buy something because it is a bargain or because you deserve it.</p>	
<p>Appeal to emotions – Is where persuaders appeal to your sense of fear, well being, safety, happiness, or any other emotion. You may be told that if you do something it will have negative consequences. For example, that eating junk food is bad for your health. Alternatively, if you buy this car, you will be safer.</p>	
<p>Appeal to social involvement – We all like to belong to a group or community. One form of persuasion suggests that if you buy a particular product, you can belong to a certain group. For example, if you wear these clothes you will be part of the fashionable group.</p>	
<p>Logical argument – This technique uses so-called scientific evidence, facts, statistics and research to persuade you to do something. For example, “clinical” tests</p>	

<p>prove your clothes will be whiter if you use this washing powder.</p>	
--	--

Table 3: Techniques of persuasion

It is important to note that techniques of persuasion are not inherently wrong, or right. For example, sometimes attempts to manipulate your emotions are important to alert you to particular dangers. However, it is good to know when you are being manipulated so you can decide for yourself if the message being presented is important or not.

Production

- Once you have completed writing your script and you have organised a schedule, you should be ready to collect the footage for your One Minute Wonder.
- Follow your schedule to shoot and collect good quality images. Remember to think about your **composition, shot** size and type and **camera angles**.

Infobox:

Tips for gathering your footage:

- If you are shooting your own footage, make sure it is good quality footage that has been rehearsed and properly planned. See Project Six for tips on this. Most importantly, pay attention to the steadiness of your shots (use a tripod), backlighting and avoid noisy areas if you are conducting interviews.
- If you are gathering still images online make sure that they are the approximate shape of a television screen with a ratio of 4:3. That is, four centimetres across and three high. That way, when you re-size them to fit into your video, they will not be

distorted. See below for more information on finding material online.

Using online material

- One way to quickly and easily obtain footage for your One Minute Wonder is to collect material from the internet. This also lets you use material that you might not be able to create yourself, such as music or images from other countries.
- However, most material available on the internet will still be protected by **copyright**. If you use copyright protected material without the copyright owner's permission you run the risk of breaking the law.
- You can legally use material which is in the **public domain** (ie in which copyright has expired). However, you should be careful about assuming material is public domain – copyright lasts a long time (often well over a hundred years), and the rules about when it ends are complex.
- You can also ask the copyright owner for **permission** to use the material. However, this can be very hard and time consuming, and they may charge a fee. Make sure you have permission from all the copyright owners of the material, and that the permission covers all the uses you want to make of the material (eg including editing it, putting it online, or passing it on to other people).
- One way to ensure you don't get into trouble is to use **Creative Commons** material.

Creative Commons

- Creative Commons is a licensing system that lets copyright owners give permission in advance for certain uses of their material. This creates a pool of material – including photos, videos, music and text – that can be legally reused without having to contact the copyright owner.

- You can easily find Creative Commons licensed material by going to <http://search.creativecommons.org>.
- When using Creative Commons material, make sure you check the details of the licence the material is under. Creative Commons provides a range of different licences, which let materials be used in different ways. Some Creative Commons material can only be used for non-commercial purposes, and some can't be changed or remixed. Other material can be remixed, but might require you to release your own video under a Creative Commons licence.
- All Creative Commons material should have a copyright notice or a graphical button that tells you what licence the material is under. It should have the terms 'Creative Commons' or 'Some rights reserved' in it. If you can't find this notice, you probably shouldn't use the material.
- The copyright notice or button should link you to the 'licence deed', a one page summary of the licence which lets you know what you can and can't do with the material. From here you can access the full licence. If there isn't a link, you can find the details of all the licences at <http://creativecommons.org>.
- You must always make sure you obey the terms of the licence the material is under. Creative Commons material is still protected by copyright – if you don't obey the licence, you risk breaking the law.

Crediting online material

- Even where you have permission to use online material (whether directly from the copyright owner or under a Creative Commons licence) you should always acknowledge the original author in the credits of your film.

- Use the table below to keep track of the online materials you use in your film, and make sure you include the full details in the credits – including the name of the author (or authors), the title of the work, where you got it from and the licence that it is under.

Author/s	Title	Source (eg website)	Licence

Table 4: Online material credits.

Post Production

- Once you have gathered all your footage, you can begin to put it together using your **video editing software**.
- Import and capture all your footage into your editing software.
- Follow your script to place video footage and/or still images on the timeline.
Assemble a **rough cut** of your wonder to get the footage in the right sequence.
- Refine your footage by using the software's tools to trim the video footage and adjust the length of the still images.
- Use **transitions** to add appropriate effects and **video filters** to your footage.
Remember that you should only use effects to enhance the message of your video.
- Add voice over to your production (see Project Eighteen for hints on how to achieve this).
- Add appropriate music to your production.
- Add credits which include your details and the details of anyone else's material you've used.

Analysis and Reflection

After viewing all the One Minute wonders have been made by the class, individually write a review of your own One Minute Wonder, but remember to be honest! Point out the most successful and least successful aspects of the video and make a judgement about how successful you think it was in persuading people. In particular, point out what you would do differently next time, and which aspects you would keep.

Sharing

- Why not enter your video into a student video competition? Or you can upload your video to the school's website or another location where it can be accessed by family and friends.
- The main thing you need to keep in mind here is that you have avoided breaking **copyright** law when making your video. See the information above about collecting material online to find out how you can legally use material.
- You might also want to attach a **licence** to your video to tell people how they can use it. Think about whether you want people to be able to download the video, or email it to others, or even remix it. You can write your own terms of use, or use one of the free Creative Commons licences.