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More Videographic Criticism for Dummies: Tips for Poetic-ish Video Essays

PROBLEMS IN THE PRODUCTION PROCESS

1. Over thinking the options – don't miss the trees for the forest!
2. Lack of structure – outline ideas, even script out your thoughts
3. Show don't tell – always go for visual ideas whenever possible
4. Work Flow – make sure your media is labeled and organized and easy to access
5. Save often!!!

PRODUCTION TIPS (or, how I do it)

- 1) Find the music
 - a. Music is great to edit to → creates mood and pace
 - b. Start with the soundtrack, if applicable, but also explore
 - c. What does the argument *feel* like
- 2) Create audio/visual motifs and metaphors
- 3) Think about how explanatory ideas can be made visual
- 4) Think about how to cite the media and/or the scholarship

SAMPLE ASSIGNMENTS

- 1) Pick a filmmaker and edit a video essay that demonstrates their visual style across three or more different films. Do not use voice over or text (outside of a title). Use the soundtrack from one of the director's films as your baseline audio track. 90 seconds.
- 2) Compare and contrast two films, preferably from two different directors. Do not use voice over or text (outside of a title). 90 seconds.