Pedagogical Response

**Mashup Video**

by

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**Pedagogical Response #3: Mashup Video Project**

**Studio Reflection:**

When considering my own practice with this pedagogical activity I found that overall it was very interesting. I already had some experience with creating videos since I had taken courses in technology at McGill. I also have my own YouTube account because I used to make videos for fun. What I found most challenging with this pedagogical activity was downloading the video clips. I tried several methods that was suggested on Myconcordia, but only one site worked and that was clip converter. The other sites did not download the videos or would send me a virus alert.

I decided to make a mashup video about the sun. I wanted a video that would focus on the natural world, to promote environmental awareness in the sense that people in today’s society are so busy that they forget to observe the beauty of the natural world. My short mashup video basically shows them the beauty of the world if they just look up at the sky. I downloaded several clips of the sunrises as well as videos of time lapse of the sun. I combined these videos with clips from the Lion King. I used the Lion King because there were several scenes of the sun rising. I then incorporated sounds of birds and other animals to my mashup video, with the goal of added a more environmental aspect to it.

If I was to teach a mashup video lesson to students I would work with two different themes. My first idea would be to make a video with an important message that relates to problems in today’s world, such as over consumption, global warming or bullying. For my second idea I would teach a lesson that focuses on combining a song with a video clip that does not originally go with that song. That lesson would aim to try to use creativity to create a whole new video. My mashup video works well with both of these ideas, since it has an environmental message to it as well as combining a Disney song with clips of the real world.

**Lesson Objective:**

The main objective of this lesson is to teach skills in the creation of a video. Students will be able to combine two or more videos as well as to transmit a specific message of concept. This lesson is important because it will give students the basic skills they need in video editing. Students will gain a better understanding on how to edit a video, by trimming, adding transition elements or incorporating or removing sounds. Students will be able to transmit their creativity through motion picture as well as be able to explore different methods of sharing their video through sites like YouTube.

Students will also be able to gain a better understanding of issues surrounding their own culture and how they can display these issues on video to communicate a specific idea and its relationship to an overall cultural issue.

**MELS Curriculum Competencies addressed:**

For cycle 2

*Competencies in the Visual Arts*:

**Competency 1:** *Creates personal images*

-Students can sketch a basic storyline for their video and ensure that their video is unique and original rather can a duplicate of another’s work.

**Competency 2:** *Creates media images*

-Students will create video art using clips and images from various different sources to create their own unique video.

**Competency 3:** *Appreciate works of art and cultural objects from the world’s artistic heritage, personal images and media images.*

-Students will be able to understand the work that is involved in the creation of a mashup video, from downloading clips, editing the video and posting it on YouTube. They will therefore gain a greater appreciation for their own video and the video of others.

*Cross Curricular Competencies:*

1. To use information, by consorting websites to help further understand how to create a mashup video.
2. To solve problems: students will figure out an appropriate and creative way of combining two very different videos into one video.
3. To exercise critical judgement: Students would have to think critically about how they are going to apply motion to their art and how to express an idea through video.
4. To communicate appropriately: To be able to clearly show a story, concept or idea through a mashup video.

**Questions of Inquiry:**

* What important message would reflect issues in today’s society?
* What is a mashup? How does it differ from other kinds of videos?
* How can you alter an original video to make it your own?
* What are some examples of methods of video editing?
* How can you express an idea or concept in an original way?
* What are some environmental issues that affect today’s world and how can you make a video related to that issue? How would you convey an important message/

**Vocabulary:**

Caption: a title or brief explanation for a video.

Credit: features at the end a video, and references all sources of clips and music.

Cuts: To shorten a film by omitting a part or several parts.

Film Clip: a strip of motion picture from an excerpt of a larger film.

Mash-up: Taking two or more elements from pre-existing pieces of music or film and combining them.

Narration: the action or process or telling a story.

Script: a written text of a movie.

Storyboard: a sequence of drawings, typically with some directions and dialogue, representing the shots planned for a movie or television production.

Transition: A technique used in film editing that involves the visual movement of one clip as it changes to another. Example: fading.

Trim: cutting away any unwanted parts of a video to make it shorter.

Video: the recording, reproducing or broadcasting of moving visual images.

**Materials:**

-iMovie or Windows Movie Maker.

-Access to a computer

-USB (32gb) or external hard disk.

-Access the internet

**Assessment:**

All students will present their mashup video to the class together. Students will be marked on the quality of their video, the use of editing skills, their ability to incorporate music and sounds, the length of their video as well as their originality in transmitting a message of concept.

**Rationale:**

To communicate the importance of this lesson to a school principal I would list the lesson objectives mentioned earlier and why they are important. I would mention that being able to create video works is an important skill in the modern world because it allows students to express their creativity through motion picture.

When teaching a lesson on Mashup videos I would divide it into 4 separate lessons. The first would be to come up with an idea. The second would be finding and downloading appropriate videos to use. The third would be making the video. The fourth is focused on publishing it.

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