

DMC Senior Seminar

Filmed Interview + Initial WEB/Communications Site

For next week's Wednesday class meeting, you will need to do **TWO** things:

RECORDED INTERVIEW. **FIRST**, you'll need to film/rough edit **one new** meaningful interview with a person **off-campus** who can contribute to you situating your project in its **broader intellectual or social context**. Critically evaluate the interview. For this and all future interviews, turn in an annotation and summary. This should include:

- (1) A bibliographic citation of **who** was interviewed, **when**, and **where/how**.
- (2) Why you interviewed that particular person
- (3) What her/his affiliation or status is relative to your project and
- (4) What important or interesting things she/he had to say relative to your project and its focus
- (5) A-roll footage rough + B-roll footage (illustrations, charts, diagrams, timelines, maps) connected to the subject matter of the interview
- (6) What additional resources did the person suggest you pursue? (books, articles, films, people, organizations, etc.)

WEB SITE. **SECOND**, you will need to create an **INITIAL WEB SITE** designed specifically for **promotion, marketing, and communications related to your project**. The site has **two** primary functions at this stage.

1. **Informational/Educational Source.** First, it should serve as an initial marketing and informational-educational source for your project. It's sort of a persuasive pitch in web form. You should establish the **WHO, WHAT, WHEN, WHERE, and WHY** of your project in a visually **creative** and **stylized** way. The description of your project should be concise and engaging (i.e., a web version of your pitch in which you make clear to a potential audience what issue(s) you are exploring and why they are important). Important **stats, quotes**, and connections to larger social issues are all important here. **What is the central PROBLEM and how are you asking people to help you address it.**
2. **Communications Hub.** The second function of the site is to serve as a communications hub where the following pieces of information can be shared:
 - ✓ HOOK → Mission and Central Exploratory Questions/Ideas
 - ✓ Updates on your project
 - ✓ Shared stories/inquiries
 - ✓ Teaser/Trailer and/or One or two highlight clips
 - ✓ Social Media links
 - ✓ Photo Gallery
 - ✓ Links/Collaborations
 - ✓ Contact Info