VIDEO ESSAY
Assignment of the Future
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Definition: What is a Video Essay?

The video essay is a multimodal "form of communication that uses a combination of written, audio and visual forms to convey an idea and works in tandem with media literacy movements" (Ragupathi, 2012).

Project Summary

Millennials expect new and innovative ways of learning. ECU teaching staff are qualified subject matter experts and contemporary teaching needs to be delivered using eLearning methods, supported by online and social media platforms. This project examines the emergence of the video essay as a teaching and learning format.

Project Aim

Design an instructional "how to do" programme to educate film lecturers to use the video essay as a pedagogical tool in a three-phased approach.
1) Research and critical review to inform.
2) Design phase of the project.
3) Create the "how to do" video essay.

Project Method

A review of academic literature, video essays and teaching programmes to inform project framework and scope to:
- Define what a video essay is.
- Determine assessment and evaluation of the video essay.
- Address any ethical and legal issues arising.

Project Significance

This project is significant because it takes advantage of the existing video skills of students and combines it with critical enquiry.

Project Questions

- How will the video essay stages of pre-production, production and post-production mirror the traditional essay writing process?
- What level of skill will be required for producing a video essay?
- How transferrable is video-essaying to other subject areas?

Project Outcomes

1) Blackboard module: how to do a video essay.
2) Journal article.
3) Workshops.

This project is an opportunity to extend the understanding of media literacy and observe how students can engage differently with a subject area of study using a digital medium to form new knowledge and meet learning outcomes.

Video essay: Assignment of the future will be designed as a generic instructional course.

References

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