Video StoryBoard and Transcript

Working Title of Project: How Creativity Impacts Arguments on the Internet

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|  | What's on screen? | Script  What points will the narration make? Or compose narration | Time |
| 1 | Microsoft word page: “How Creativity Impacts Arguments on the Internet” | “Hello, my name is Alex and for this portfolio video, I’ll be reviewing how creativity impacts arguments on the internet.” | 0:00-0:10 |
| 2 | Google search: Memes | The first project I’ll be talking about are memes. Memes are primarily used for comedic purposes, but can also be used to argue points on the internet. They’re particularly effective on the internet because they use comedic images combined with minimal text while still clearly conveying an argument. | 0:10-0:30 |
| 3 | Google Search: Spongebob Memes | In creating my own memes, I wanted to make sure that I stuck to a popular format of meme while also completing the requirements for making them argumentative. I decided that since spongebob memes are overall very popular and had lots of variations, I could use them. | 0:30-0:50 |
| 4 | Blank Photoshop Document | After downloading the images, I entered Adobe Photoshop to begin editing my photos. | 0:50-0:55 |
| 5 | Spongebob pictures | For my first meme, I decided to use these images. First, I selected the background of each image, and applied a layer mask in order to hide the backgrounds. | 0:55-1:05 |
| 6 | Spongebob Pictures with background | I selected a background image to fit in with this. For this argument, I wanted to use the crowd of Spongebob characters to argue something that is universally known, yet there is still debate over the topic. I decided to use climate change, since the sea animals would be especially applicable, leading for me to select a picture of a dead coral reef. I duplicated the picture of the dinner crowd in order to fit the bottom of the screen without losing image resolution quality. | 1:05-1:25 |
| 7 | Completed meme | After this, I added a quick text caption, mocking those who don’t believe in climate change. When that was done, my meme was finished! I exported it as a JPEG and continued this process for two more memes. | 1:25-1:35 |
| 8 | Three Memes | This was the end result for my memes. One of the memes continued to use the spongebob format, while the other used clowns, another popular meme subject. | 1:35-1:45 |
| 9 | Microsoft Word Page:  “GIFs” | Another project continued to use creativity in order to most effectively produce an argument. This project used the creation of GIFs. | 1:45-1:55 |
| 10 | Google search: GIFs | GIFs are generally animation pictures that use either video or movement to convey a message creatively. In this project, I needed to create gifs that are able to convey an argument. | 1:55-2:05 |
| 11 | SnagIt | In order to create my first GIF, I had to download the program “SnagIt”, and used it to screen record videos that I wanted | 2:05-2:10 |
| 12 | Ace Family Jetski | To get my first video, I thought back to a video clip that I had seen by the Youtube Channel The Ace Family. The father had bought a jetski for his in-ground pool in his million dollar house in California. At the time, I had thought to myself that it was crazy that he is okay showing off such expensive things while other people in the same state are struggling to survive. I decided to use this thought to develop my gif. | 2:10-2:35 |
| 13 | Ace Family Jetski Photoshop Document | I imported the video into photoshop, allowing it to be made into a gif. That way, I could save it and import it into adobe rush to help complete the rest of my GIF | 2:35-2:45 |
| 14 | Adobe Rush | I then brought the video into rush, alongside a video of an area occupied by homeless people In California. That way, it allows for contrast between the luxury of the Ace Family and the poverty of the homeless people in the same state. I also then decided to add “Meanwhile” to further highlight the difference. I wanted to leave the only text to be “Meanwhile” to more creatively express my argument, without having to throw it in the viewers faces. The viewer also doesn’t have to struggle to read the argument when the text only includes one word. | 2:45-3:15 |
|  | Completed GIF 1 | After that was done, I exported my gif. I noticed, though, that it was way too long to be very effective. I wanted to shorten it to around four seconds, while it was currently more than five seconds long. | 3:15-3:25 |
|  | Adobe Rush | I reopened my project and cropped all of the videos down slightly so that it could stick to the time restraint. Even though it is less drawn out now, it is repeatable and the reader is able to understand the argument quicker. I exported the GIF once again, this time at the desired length. With that being done, the GIF was complete! | 3:25-3:40 |
|  | OK Boomer google | For my next GIF, I wanted to touch on another aspect of social media. In this case, I chose to center my argument around the phrase “OK Boomer”, something that I think people take way too seriously. | 3:40-3:50 |
|  | Baby boomers google | I went on google and collected pictures of older people who could be considered Baby Boomers I wanted to get a few people laughing, and a few people angry to help out my argument. | 3:50-4:00 |
|  | Photoshop | I opened up photoshop and imported the pictures, and I combined each with a caption. | 4:00-4:05 |
|  | Photoshop | The laughing baby boomers I paired with serious crises that haven’t been solved, and things that older generations might not care as much about, which are college debt and climate change. Afterwards, I put the angry older people with the caption “Ok boomer”. This helps the viewer to think of several arguments that my GIF could have.  One is that people who are upset about the phrase Okay boomer do not have proper priorities. College debt and climate change are much more pressing than a joke, and yet Okay boomer has been generating more headlines because it is seen as an insult.  Another argument could be that some people who are upset about the phrase Okay boomer do not care about issues unless it impacts them. | 4:05-4:35 |
|  |  | I then set up a timeline to help make the series of photos and captions into a GIF. That way, when it is played, the captions flash by long enough for the viewer to read them, while still being able to take in the image. | 4:35-4:50 |
|  |  | Once that was done, I was ready to export. I saved for web, exported the gif, and was completed! | 4:50-5:00 |
|  |  | Here was the end result: | 5:00-5:05 |
|  | Windows Gif | I followed the photoshop process to create a second GIF using the windows logo, providing for a play on words about the company windows, and physical windows. This argument was more abstract, and up to the viewers interpretation. I decided to take it as technology being able to open up windows to places you normally would never be able to see. | 5:05-5:20 |
|  | Gif and Meme side by side | In summary, I showed how I was able to create argumentative GIFs and memes, and demonstrated how I used creativity to successfully argue a point in each meme. Thanks for watching! | 5:20-5:30 |

\*Note... to add additional rows, place your cursor anywhere in the last row > select the **Table** menu > click on **Insert Row Below.**

Transcript: