Video StoryBoard and Transcript

Working Title of Project:

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|  | What's on screen? | Script  What points will the narration make? Or compose narration | Time |
|  | Introduction | Hello, my name is Adysen Rothman and over the course of this semester I have studied different tools and approaches for arguing on the internet. | 10 sec |
|  | Scroll over the three projects quickly to introduce them | In this video I will be going over three projects: a Twitter Analysis, an App Argument, and the process for creating Gifs and Memes using Photoshop. | 10 sec |
| 1 | Twitter Analysis  Go to the example Tweet and zoom in after briefing on the topic in general | My twitter analysis was conducted by obtaining a corpus of tweets containing the hashtag #AmazonFire. Almost immediately, I found a fault in the process for my specific tweet that was language based. The fires were occurring in the Amazon obviously, where most people speak either Spanish or Portuguese. As a result, many of the tweets were taken out and only English was kept. If further research were to be conducted for this I would translate the tweets so that I could get a wider perspective that better targets the affected area. | 45 sec |
| 2 | Twitter Analysis  Pan to screen with the other top hashtags used with #AmazonFire | An issue that surprised me about this project was that the word choice when examining hashtags is important. #AmazonFire is a general hashtag that applies to a broad area. However, the most used hashtag along with that one was #AmazonasFire. The Amazonas is specific to Brazil which means that that hashtag most likely contains more politically fueled tweets. Additionally, tweets that included Bolsonaro in them were also very political. Had I used a different hashtag, I would have gotten one-sided tweets. Considering which word choice is being used is a powerful way to enhance an argument on the internet. | 1 min |
| 3 | App Argument  Click through the posts and then get to the end post | The App Argument was designed to implicitly go through a prototype of an app to prove a point. Through the process of this, I had a very difficult time making my argument implicit. I wanted to do something that seemed natural but still provoked thought. Originally, my point was very explicitly stated at the end of the demo and the argument was not as powerful. After consulting with professor Anderson, I decided to change the layout and bring in extra notifications throughout that conveyed the message. This made the message less abrupt while clearly expressing the idea behind the app. | 45 sec |
| 4 | App Argument Go back through the posts | Composing this project was fairly simple because of how repetitive it was. This platform can be very useful for prototyping many different design ideas. At first my idea was very simple and linear so I began to get more creative and add another profile page and different ways to get to it in order to make the social media seem more realistic. It is obviously mimicking Instagram more than anything so I based my decisions off of that app. | 30 sec |
| 5 | Gifs and Memes together | Being able to manipulate Photoshop to make an argument was one of the most useful skills I took out of this class. Before working on these projects, I never thought of memes and gifs as being an “argument.” I am familiar with Adobe Illustrator because of my job but it isn’t really the same as Photoshop. I plan on focusing more with the different tools that it provides especially as I move into advertising. | 45 sec |
| 6 | Outro | Go over main takeaways and how my skills developed | 45 sec |
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\*Note... to add additional rows, place your cursor anywhere in the last row > select the **Table** menu > click on **Insert Row Below.**

Transcript: within each block