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 |
| 1 | Twitter Analysis  Go to the example Tweet and zoom in after briefing on the topic in general | A factor that wasn’t examined in depth was who exactly was tweeting about this disaster. All of the tweets in languages other than English were taken out which drastically shifts the perspective of the argument since the affected areas are mainly Spanish and Portuguese speaking. Most of the tweets that were thrown out reflected this and, as stated in the conclusion, further research could investigate tweets in these languages to examine the differences. | 45 sec |
| 2 | Twitter Analysis  Pan to screen with the other top hashtags used with #AmazonFire | Talk about how important language is with hashtags. AmazonFire is just one of the many used around the central idea but the next hashtag most used alongside it was #AmazonasFire. This is significant because it makes the argument more political. The Amazon rainforest spans across multiple countries in South America but the Amazonas is a state in Brazil. Using Amazonas instead of Amazon targets Brazil and more specifically, the Brazilian government. This is also reflected in the hashtags that contain Bolsonaro. I began by using #PrayForAmazon and the tweets I was getting were too one-sided. Language is very important, even with something as simple as a hashtag. | 1 min |
| 3 | App Argument  Click through the posts and then get to the end post | Speak on how natural is should feel to go through the posts since most social medias are essentially the same. The main profile page is supposed to examine how many people the account follows and how many followers they have. We spend so much time on the internet looking at posts of people’s lives we barely know and it is so normalized. The argument is difficult to express without explicitly stating that because it is supposed to feel natural. The best way to explain that was to state it. | 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. | 45 se |
| 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 |
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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: