Kaylie Griffin

English 149 Script

**\*Class Website Open\***

Hi everyone, my name is Kaylie Griffin and I am currently enrolled in English 149, Networked and Multimedia Composition. In this class we investigate electronic forms of communications linking them with literacy and creativity. So far we have explored projects using Adobe Rush, photoshop, boomerang, and adding stories to instagram. I have found it helpful to learn the mechanics of these programs because the world is becoming more digital.

**\*Open Photoshop\***

Today I am specifically going to be talking about my experience with photoshop and the tools I worked with to complete my project for my class.

**\*Show a variety of gifs -- Meme gifs and animated gifs\***

The goal of my project was to make animated gifs. Gifs are a series of images or a short soundless video that will loop continuously. They are often between 3-5 seconds.

**\*Put my meme gif up\***

For my project, I was working with 2 different types of gifs. First, I was required to make a meme gif, which is a short clip that includes a written caption on the clip. These gifs are commonly seen on social media like instagram, twitter, or facebook and are often made to be funny or relatable.

**\*Pull up my meme gif in photoshop\***

For my meme gif, I ripped a clip of a lady celebrating for a couple seconds and then she stops celebrating and looks disappointed. I used this one because I was inspired by her relatable reaction to something exciting happening and then shortly after being disappointed.

**\*show how imported the clip into photoshop -- file import…\***

I was able to import a short clip into photoshop by importing it through this command (NAME COMMAND) and I picked to create layers every 2 layers. I found it helpful to make it every 2 layers so that I could manipulate individual sections of the clip. I didn’t manipulate the individual layers. Adding layers of text to the video clip creates the multimedia composition. Generally composing literary pieces consists solely of words, however this projects focuses on combining video and words in order to enhance both aspects of the piece.

Once I was able to convert the clip into photoshop, I needed to come up with a caption that was appropriate for the clip and that people would understand easily because the clip loops repeatedly.

**\*open notepad next to the gif and write the caption\***

I added a layer of text to the top of the gif. In order to o get the words to show up for the whole time, put them on the last layer.

I have the second group of words come in later to add an element of surprise to the reader. And this allows the reader to focus on one group of words at a time.

This project taught me how to effectively place words on a clip so that the readers can see them easily. For example, I added the yellow outer glow to give the words a yellow background and the black outline called a stroke so that the white words would stand out on the purple background on the top and the white background on the bottom.

This is one of the most important aspects of this gif because if the audience can’t read the words, the message is lost.

I learned that messages need to be short and to the point so that the audience can follow along.

Meme gif culture is a growing phenomenon and is able to display relatable messages across social media platforms. Learning how to create one has improved my understanding behind the literary composition of meme gifs. Especially regarding the message, it is important to compose a appropriate message or else the message will be lost and less people will appreciate the thought or creativity of the gif.

**\*switch to the other gif\***

The second part of this project had a different goal. The goal of this gif was to take an inanimate picture and make it a gif by manipulating the different aspects of the still picture through editing different layers of the picture.

This gif is more intricate and pays closer attention to the details and elements of the picture

First i duplicated the layers so that I could make different edits on each layer.

I wanted to experiment with the brightness of the picture. I picked a picture of lightning.

I made the first layer brightness super low and increased each layer’s brightness until they all had different levels of brightness.

By doing so I was able to make a short clip looking like the lightning was flashing.

From this project I learned how to manipulate photoshop tools to enhance a still picture and bring it to life through a short clip. Social media revolves around posting pictures with or without captions. By making this gif, I was able to use photoshop tools to enhance the details of the picture. Words don’t need to be included on this picture because it speaks for itself. The sense of fear is ingrained through the flashing of the lightning and dark sky. Also not including words gives people a chance to think for themselves what this gif is trying to portray.

**\*put both clips on the screen and word document with lessons learned spelled out\***

Overall, I have genuinely enjoyed learning how to manipulate both these projects through photoshop. I learned effective skills used to deliver a message using modern day social media. This is an extremely important skill to have as most news and advertising is delivered via social media. Therefore, understanding the intricacies of photoshop and how to edit a picture or clip that allows the audience to be successful in delivering a message to a broad audience. Specifically, I learned the importance of clear and straightforward wording. Although, this was the best method for the meme gif, I will add that having a juxtaposition between the picture and words presented allows the audience to think and interpret the meaning on their own. Also, I learned that not using words can also be effective and can influence the audiences emotion through focusing on the details of the picture. In my second gif, I focused on the lightning aspect and manipulated the brightness to help influence a scared and dangerous emotion out of the audience. Lastly, I learned that multimedia composition can be easily incorporated into everyday life or used to deliver any message. I will keep this in mind as I set out to become a public health professional. My goal is to have an impact on the world populations access to healthcare. By using social media platforms and eye capturing gifs or meme gifs, I will be able to be relatable to the population as well as relevant with the new social culture. I will be able to promote healthcare and access to healthcare more effectively by using tools like these.

**\*Scroll down in the notepad -- thank you for watching\***

Thank you for watching my gif photo shop reflection video. I hope I was able to provide you with some helpful tips when working with photo shop. I have learned a lot through this project and encourage everyone to play around with the different tools available.