COGR 280 - Winter 2017
Specifications for Final Deliverables

At the time of your final presentation, you must submit the following items:

1) **All final media files** that you are submitting for evaluation compiled into a single folder named Final Assets + the title of your project.

2) **4-5pp document** collectively written by your group outlining the different aspects of your projects (details below).

3) **3-4pp document** individually written offering your own reflections about the creative process.

4) **All** assets and Adobe Premiere project files used. To be discussed.

Delivery specs + expectations for all final video assets

- Resolution: 1920 x 1080p **or** 1280 x 720p
- File Format: MP4
- Audio should be mixed!!
    - ❖ No spikes or drops in sound.
    - ❖ We should always clearly hear a person(s) speaking, even if background music is playing.
    - ❖ Overall audio mix should be between **-10db to -14db.**
    - ❖ A-Roll/dialogue/voiceover should be between **-12db to -15db.**
    - ❖ Background music should be between **-18db to -22db.**
    - ❖ Sound effects should be **-10db to -20db** with occasional spikes up to -8db.
- Video cuts and transitions should feel as smooth as possible.
- Cutaways to B-Roll should have a clear motivation.
- Piece should advance some sort of a discernible story, argument, perspective.
- Unless you have a specific reason for leading into your video with a hard cut, it's best to use a fade in at the beginning.
- Title, title sequence, or some sort of text that situates your viewers.
- End credits should include:
    - ❖ Names of anyone who worked on the video production and roles they served. Feel free to find creative forms of attribution (i.e., using a collective name/identity instead of individual ones; include roles that a traditional film shoot might not acknowledge).
    - ❖ Special thanks to anyone who may not have worked directly on the project but showed support in meaningful ways.
    - ❖ Feel free to include dedications and/or final quote.
    - ❖ Year of production and any other info about the production that you would like to include (e.g., "UCSD," "San Diego, CA").

<div align="center">**Delivery specs + expectations for all final audio assets**</div>

- File format: wav (preferred) or mp3.
- Audio should be cleanly recorded and edited together (if applicable).
- Audio should be mixed:
  - ❖ No spikes or drops in sound.
  - ❖ We should clearly hear a person(s) speaking if background music is playing underneath.
  - ❖ Overall audio mix should be between **-10db to -14db.**
  - ❖ A-Roll/dialogue/voiceover should be between **-12db to -15db.**
  - ❖ Background music should be between **-18db to -22db.**
  - ❖ Sound effects should be **-10db to -20db** with occasional spikes up to -8db.
- It should advance some sort of a discernible story, argument, perspective.

<div align="center">**Expectations for project websites**</div>

- Any website created for your final project should contain a landing page that provides a title and overview of your project, including any information the user might need to know about how the site is structured and how to navigate through it.
- The best sites will present a dynamic interaction between text and other visual materials within a single page and between pages.

<div align="center">**Expectation for Final Write-Ups**

Typed, double-spaced
Email to pahn@ucsd.edu</div>

These two documents should be written as if you are submitting your group's project to be reviewed for a grant, conference presentation, or publication.

1) 4-5pp overview of your project containing the following components:
- Contextualization of the themes, topics and communities represented in your work and what drew you to them.
- Breakdown of the different media components of your project and where they are or have been exhibited (e.g., a single video piece for online distribution via YouTube; a Scalar site containing xxx chapters, each addressing xxxx; etc.)
- Description of intended aims and audience and why you chose the aesthetic approach(es), media format(s) and exhibition mode(s) that you did.
- List of deliverables agreed upon during your individual meeting with the professor (this can be listed in bullet points).

2) 3-4pp individual write-up in response to the following questions:

- Do you believe that your group met your intended aims and vision? Why or why not?
- If you were to revisit this project, what might you revise about your approach and why?
- What were some challenges you faced through this process?
- Did you find multimodal production allowing you to pursue any ideas/arguments, stories or goals that might not have been possible through solely text-based forms of expression? Please explain.
- *Optional:* If you could design your dream practice-based course, how would you structure it? What themes, skills, theories and assignments would you integrate?