



CEMUS



Sustainable Development – Project Management and Communication Fall 2017

Project Short Film

The aim of the short film is to communicate your project to a wider audience. An external person should be able to watch your film and understand the essence of your project - what you did this semester and why.

Bear in mind that you will not be assessed on your film editing skills or whether you can produce a Hollywood masterpiece - we are looking for effective communication about your projects, and sometimes simplicity can work best!

Remember, your project is still the main focus and the film element shouldn't take over your group work this semester. At the same time, remember to allow sufficient time in your project process so that the film is not rushed at the end.

The assignment connects to the following course objectives:

- *Plan, carry out and present a project work that applies theoretical knowledge and contributes to a sustainable development*
- *Account for and evaluate the practical problems that can arise when working with projects*

Instructions

- The film should be approximately **2-3 minutes**.
- For the name of the file, use your group name plus 'Project Short Film' (e.g. "Bicycle Workshop – Project Short Film").
- Submit **the short film** to a Google Drive folder by **23.59, Sunday 10th December**. More details will be given about the exact nature of submission closer to.



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The Short Film

Create a short 2-3 minute film that communicates your project. An external person should be able to watch your film and understand the essence of your project - what you did this semester and why. You can focus on one aspect of the project, or give an overview of the whole project.

The film will be **shown at a CEMUS exhibition at the end of the semester**. You can assume that the audience will be a mix of people connected to CEMUS and the general public.

When preparing your film consider the key takeaway you want from your audience. How do you want the audience to think/feel/behave after seeing your film?

You have the freedom to choose the communication style of your film. Think carefully about the different elements of communication you have been introduced to this semester and which best suits the nature/message of your project. These could include:

- Storytelling
- Animations
- Interviews
- Infographics
- Slideshow videos

Some examples of potential tools for your film include:

- VideoPad: A free video editing software available at <http://www.nchsoftware.com/videopad/index.html>
- Render Forest: A collection of professional intros, animations, slideshows and music visualisation
<https://www.renderforest.com/>
- Animation tools
<https://www.nyfa.edu/student-resources/best-free-open-source-animation-software/>

Practicalities

- Using a camera phone to record is fine!
- University computers have the video editing software Premiere, which you could use.
- On the 17th October there will be a workshop on Visual Communication with Ingrid Moums Rieser to introduce tips and tricks of film making!



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Things to Consider

- Start thinking about how to best capture your project in film now and plan ahead. Will you film small segments throughout the next 3 months? Take photos? Include interviews in the film?
- Remember your film will be shown to a wide audience, so ensure everyone can understand and follow the film.
- If recording interview audio, consider the sound quality or use of subtitles.
- If using music please be aware of copyright
- If using photos/footage of people please be aware of asking permission (particularly for people under 18)
- No offensive language

Film Screening

To wrap up the end of semester we will have a class potluck dinner and an informal screening of your short films on the evening of **Tuesday 12th December**. This evening will be held in the CEMUS library and in combination with students from the CEMUS *Global Challenges and Sustainable Futures* course. This session is optional but will be a fun night to celebrate the end of the course and bid each other farewell.

The short films will also be screened at the Uppsala Sustainability Festival on **Thursday 14th December**, alongside other CEMUS and local sustainability projects. Attendance is also optional but we highly encourage attending (and bringing along friends!) to increase the exposure of your projects and this event.

More information will be released closer to the end of semester and suggestions are welcome.