



# CEMUS



## Sustainable Development – Project Management and Communication Fall 2018

### 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 the following Google Drive folder by **23.59 Sunday 9 December**

<https://drive.google.com/drive/folders/17RWTieNWjbi8KZ44YfUyzyC3Ef40tEZP>



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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 during Winter Sustainability Week** 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 1st October there will be a class on Visual Communication
- On the 24th October there will be a class on the basics of the Project Films



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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 (*absolutely essential for people under 18*)
- No offensive language

## Film Screening

The short films will be screened at the end of the semester on the **December 19 10-12** in **Kollaboratoriet** as part of the **CEMUS Winter Sustainability Week**. Bring along friends to increase the exposure of your projects and this event.