

VMC Y3W (“Your Three Words”) Project

What it is:

The Y3W project started as an ABC Television project that invited people to send in a photo or video clip of a message they wanted to share with the world. The catch was that they were limited to only three words. I-Caught and the Y3W idea have caught on with video submissions and homemade videos on you tube as well as the main collages ABC features on TV shows such as Good Morning America. The beauty of these short videos is that they use consciously use media to create succinct, creative, and accessible messages. Some of the submissions are fun, some are sweet, some are sad, and some are downright powerful. For this project you have the opportunity to leave your fellow seniors with one final powerful thought using only media and your three words.

How to accomplish this:

You need to work together in groups of your choosing:

- Make sure one of you has a video camera!
- Use each other to figure out what you want to say and how you want to say it.
- Always question how effectively you are using media to make your message clear.

Requirements:

- ✓ You must use exactly three words – no more or less (You may use two sets of three if absolutely necessary).
- ✓ You must use media to supplement the message you are trying to convey through your three words.
- ✓ In a typed, half-page or more response, explain how you used your knowledge of media techniques to convey your message effectively
- ✓ It must be high school appropriate.

Amendments:

When it is due and how to submit it:

- ❖ The absolute last day you can turn in this assignment is Tuesday, May 1st. **Turn it in EARLIER if possible!!!**

The most efficient way to submit it is in DVD/CD form. Mini-DV tapes will not suffice. AVI, WMV or MOV format is best!

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