

Examining a Video

One of the first steps that you should take before creating your own influential video is to carefully examine a digital story created by other students. Spend a few minutes answering the following questions while watching *Poverty Matters* (<http://blip.tv/file/2606998>), a video created by middle schoolers and designed to introduce viewers to global poverty.

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Question to Consider	Your Response
Begin by watching the <i>Poverty Matters</i> video from beginning to end. What emotion does the video attempt to convey? How do you think the digital authors feel about global poverty? How are they trying to make you feel about global poverty?	
Now, watch the <i>Poverty Matters</i> video a second time. What kind of content have the authors used to try to influence their audience? How has that content been organized? Are there any logical categories and/or segments in the video? Are there any patterns in the way that content is presented that viewers can pick up on?	
In a written piece, authors use transitions between paragraphs in order to signal to readers that ideas and arguments are changing. How do the digital authors of the <i>Poverty Matters</i> video indicate that ideas are changing? What impact does this decision have on viewers?	
Videos require digital authors to use more than just images to communicate messages. Text sizes, colors, and digital effects like transitions can also help to set mood and lend structure to a piece. How have the digital authors of the <i>Poverty Matters</i> video used these kinds of visual elements?	
It would be hard to watch the <i>Poverty Matters</i> video without being drawn to the music, wouldn't it? It's an in-your-face kind of track. But does it support the general message of the video? Are the words and/or beat appropriate? Why? Does the rhythm add emotion to the piece? Lend a sense of beginning, middle and ending?	
What lessons can you learn about effective digital messages from the <i>Poverty Matters</i> video? Are there any strategies that you'll try to replicate in your own work? What will you remember the most about the <i>Poverty Matters</i> video? Do you think that was the message the digital authors wanted you to remember the most?	