

To: [REDACTED]
Fr: Mrs. Weisgerber
Re: Alternate Project [REDACTED]
Da: 11 January 2011

I'm going to assign you a writing and research project that is known as a "Critical Media Experience." You have 10 days to complete this project, and it is due on Friday 21 January 2011. It involves you watching a short film 3 times, and taking observational notes each time, and then writing a short essay about your findings. The film is very interesting.

My viewing recommendation to you is as follows: *I'm Here the Movie.*

You'd have to set aside a few evenings or afternoons to watch it. It's a very sad and sweet story. Don't worry about it being sponsored by Absolut – there is no advertising for the company in the film. :D

<http://www.imheremovie.com>

1. You should view *I'm Here*, which is a 30-minute film, at least three times, over the next 2 weeks.
2. You will keep a viewing journal about all the nuances, details, and structural aspects you notice and newly appreciate from one viewing experience to the next.
3. Your viewing journal should focus on 3 key elements of critical viewing. I've attached a list that will help you decide which three aspects of the film to track from viewing to viewing.
4. Your final journal reflection should include a formal critique of the film, focusing on your perceptions and observations of the 3 key areas you targeted (subject, theme, acting, dialogue, setting, lighting, sound, music, cinematography, special effects, editing, overall direction).
5. You should also hand in a list of 3 to 5 qualified sources you'd recommend to someone else that might be curious to know more about the film you've viewed (e.g. director biography etc.)

A second recommendation would be any short film by Charlie Chaplin. These generally run 10-15 minutes. Chaplin's still timelessly awesome, so if you haven't seen and enjoyed his work you might like it. Shorts are usually included on DVDs of his longer films. :D

A final recommendation--if you feel a 30-minute film is too much--is a super short film (6+ minutes) called *Jane Lloyd*, directed by Happy. You can do a YouTube search for it and you might find it interesting. :D

Viewing Date:

Observation session: 1 2 3

Film Title:

Director:

Criteria >>>>>>>>>			
Significant detailed observation 1			
Significant detailed observation 2			
Significant, detailed observation 3			

English III
“Critical Media Experience” 3Q Alternate Project

Rubric

1. View *I'm Here the Movie* 3x _____/5
2. Given a list, select 3 film viewing criteria to focus on _____/5
 - a. _____
 - b. _____
 - c. _____
3. Complete 3 separate film-viewing journals, with notes focused on key elements and 3 selected film criteria, one journal for each viewing of the film _____/15
(Attach these journals to rubric)
4. Complete a final journal reflection serving as a formal (essay 40%) _____/50 critique of the film, focusing on your perceptions and observations of the 3 key criteria you targeted
5. MLA-style annotated bibliography of 3-5 recommended sources _____/20 for someone interested in having more information about your film's director, history, or subject
6. All documents submitted on or before 21 January 2011 _____/5
 - a. Rubric
 - b. 3 film viewing journals
 - c. Final journal reflection (typed, please)
 - d. MLA bibliography

Total: _____/100

Each of these components will serve the dual function of earning you grades as follows:

Essay Grade (40%) = 4) final journal reflection

Research Project Grade (20%) = 5) MLA Works Cited
3) 3 separate viewing journals

3Q Project Grade (20%) The total grade reflected on this rubric

Homework Grades (20%) 1) selection and viewing of film
2) selection of criteria
6) Meeting deadline