

ENGL 137: E-poem Guidelines

Create a 4-6 minute e-poem using Camtasia (or a similar video-editing software). Keep in mind that Camtasia allows you to "screencast," or record your computer's audio/video; other software may not have this feature. **You may write an original poem** on any subject: I encourage you to write about your passions. Or, **you may adapt an existing poem** to video form (see examples below). If you choose to adapt a poem rather than write your own, please cite the poem's author. You can use any materials available on your screen as well as sound, voice, etc.

I encourage you to use the screen as a canvas for a multimedia performance. In fact, if you find that recording your on-screen activity is to your liking, you can create your e-poem with this technique. There aren't fixed, rigid conventions in this new genre, so be creative! That said, there are some tools at your disposal that you'll need to use appropriately, and some techniques for you to learn. I'll grade your e-poem based on the following criteria, worth 20/100 points each:

1. **Layering:** does your poem arrange video and audio tracks in logical, purposefully illogical, thoughtful, shocking, calming, or otherwise interesting ways?
2. **Effects:** do you use transitions, animations, behaviors, opacity, *or* any of Camtasia's other tools to help create your e-poem's meaning, or to help guide and engage the viewer?
3. **Sound:** Do you use music and/or sounds to help develop your e-poem's meaning? Are all of the audio levels optimal?
4. **Text:** Do you use typed words, your speech, another's speech, or a combination? Is the duration of text on screen adequate? Are the fonts legible? Does the text's form and content complement the video?
5. **Theme:** Everyone is going to have their own interpretation of your e-poem. Be that as it may, most enjoyable poems have some inkling of a unifying principle, theme, or subject matter. What content, recurring images, themes, or even sounds tie your video together? I find it's helpful to start by choosing a *mood* for your poem; ideas for music and footage tend to follow easily from, say, a somber mood.

There are two ways to add your poem's words to the video. You may:

- Record your own voice as you read your poem (which you can place over video clips, or you can film yourself speaking). Turn on "external mic" on the Camtasia recording window to record your voice. Then use this recording as a track in your video, trimming it as necessary.
- And/or, add text to your video. You can use annotations, or actually record your screen while you type a pre-prepared script into a blank document. You can then crop this footage, and speed it up or slow it down using the "clip speed" animation.

Please note that you're *not* being graded on how "good" your poem or technical skills are. You'll score high if you use the tools at your disposal to thoughtfully and creatively bring text and video

together—even if your work is minimal or technically simple. Watch some of the models below. Ask yourself: which ones are your favorite, and how can you emulate them?

When you finish creating your e-poem:

1. Export your movie as an MP4 file (by going to Share/Export if you're using Camtasia). This may take a little while, so don't leave it until right before class.
[See the best Vimeo exportation settings here](#)
2. Upload your finished MP4 to your [Vimeo](#) account. **In the “Description” text box on the upload page, please paste a Works Cited for your video. This should contain citations for your media clips (and the poem's text, if it isn't your original work).**

How to cite media clips in MLA style:

Author's Name or Poster's Username. "Title of Image or Video." Media Type. *Name of Website*. Name of Website's Publisher, date of posting. Medium. date retrieved.

Shimabukuro, Jake. "Ukulele Weeps by Jake Shimabukuro." Online video clip. *YouTube*. YouTube, 22 Apr. 2006. Web. 9 Sept. 2010.

Remember to cite any audio you use, too! [See this page](#) for how to cite sound recordings and other common sources.

Model e-poems and screencasting performances:

- <https://vimeo.com/35863051>
- <https://www.youtube.com/watch?v=rQk4fNekm2s>
- <http://teachmix.com/ilit/e-poem-showcase>
- <http://steveroggenbuck.com/>
- <http://movingpoems.com/> (includes examples of classic poems adapted to video)

Resources:

- [Camtasia tutorials](#)
- [Even more tutorials](#)
- [Media Resource Center \(MRC\)](#) (if you need help with non-Camtasia software, or want to learn/use a camcorder)

What about copyright?

Check out Stanford's [guide to Educational Fair Use](#) to ensure you're not infringing on anyone's copyright. You should take a look at the page, but here are the rules of thumb when using media in a class project:

1. See these pages for an explanation of Public Domain (PD) and Creative Commons (CC) licenses, and for archives of PD and CC material:
<https://creativecommons.org/examples/>
<https://creativecommons.org/legalmusicforvideos/>
2. If you must use something that isn't PD or CC, don't reuse a work in its entirety; use parts, or a significantly altered version.
3. Cite everything. Keep a running Works Cited page, including citations for your video and music, and remember to paste your Works Cited into your video's "description." You don't need citations for your 30-second ad, but you DO for your video poem; keep a Works Cited as a separate document.
4. Never use your video for any commercial purpose (never profit from it, or interfere with the original artists' income).
5. Only use your video for others' academic benefit in this class, or for showing your friends for fun. Don't mass-distribute it for any reason.

Draft due: Nov. 22: At least 2 minutes, exported as an MP4, uploaded to Vimeo, and posted as a link to our website. Categorize your post as "E-poem DRAFT."

Revised version due: Nov. 29: 4-6 minute e-poem, exported as an MP4, uploaded to Vimeo with works cited pasted into the "Description" field, and posted as a link on our website. Categorize your post as "E-poem REVISED."