

PowerPoint Music Video: The Expanded Guide

The assignment sheet for the PowerPoint Music Video includes a few tips and suggests a few resources you should make use of for this assignment. This document contains:

- Four keys to a successful PPT video: concepts to think about, prompts, global suggestions.
- A two page, rudimentary storyboard. Please complete a storyboard of some sort; this one or one you make up.
- Some background information on copyright issues.
- Links to “free stuff”: images and music.
- A more developed discussion of how to work with music.
- A sample letter / email that you could send to an artist / label asking for permission to use a song or songs.

Your instructor and the Technology Learning Center will be your two best resources if you have questions that cannot be answered in this Guide or through the support documents found on Sponge: <http://www.nsd.edu/sponge>.

Beyond the Assignment: Keys to a Successful PPT Video.

The PPT MV assignment sheet has some technical suggestions, but let me suggest four keys or points of emphasis.

1. Activate your genre knowledge!

Try to list all the subgenres of music video that you are familiar with, and think about whether or not you want to work with one of those subgenres.

Common PPT video subgenres include:

- illustrating a song in a fairly literal way (traditional video)
- developing a concept video in which an idea / story (a day in the life, a dream life, an opinion or argument expressed through a music video, etc) is the focus, and the music is the background.
- a tribute video (usually a family member, friend, or public hero / event).
- a trip or event video built around personal photos.

What do you know about music video techniques: fast paced, quick cuts, mainly images, limited text?

2. Plan, Don't Just Jump In!

Two obvious ways to start: 1) pick a song and figure out how you would like to work with it visually, or 2) develop a concept and figure out how you would support it visually and musically.

Two ways to plan: sketch and storyboard. Many disciplines use visual planning documents of one kind or another: storyboards, flow charts, organizational charts, etc.

Being a good visual thinker and planner is a useful skill to develop. “Storyboarding” might seem like an intimidating concept, but it just means planning your slides: draw a box, indicate what you want in the box, put relevant notes outside the box. See the simple storyboard template below.

3. Avoid the templates!

You might be familiar with PPT, but that tends to mean that you have used a PPT wizard to make a fairly traditional oral presentation. Even when you haven’t used the wizard, chances are you relied on the preset slide designs—I almost always do! For this assignment, I recommend customizing your slide backgrounds with colors and images, changing your backgrounds regularly, but also telling a story simply with your backgrounds.

To get a brief tutorial on how to work with backgrounds, please open the PPT file called “instructionalslides.ppt,” available in our Blackboard site, Course Documents > Unit 3. Follow the instruction; it should only take your 5 minutes, and then you can start creating your own slides.

4. Think about the medium (and genre, again).

If you have never composed for the screen before, you will have to think about how screens and music videos are different than pages and essays.

The Visual Communication Chapter in *Call to Write* can help you understand some basic concepts of visual communication: figure-ground, proximity, continuity, and the need to make visual communication interesting!

Text-heavy presentations don’t work very well; the screen is not a good medium for reading, nor is the music video genre for giving information.

Think carefully about all the things your music can do for you:

- It can set the tone or mood for your video,
- The rhythm of the song can set the pace of the visual show,
- The lyrics can support the images or you can tell two stories at once: the story the song tells and the story your images tell—juxtaposition is a powerful composing strategy. Music is generally considered a way of communicating that by-passes our logic filters and goes straight for our emotions—consider the potential impact of various songs.
- A stereo, high fidelity recording can add professionalism and depth to your presentation; a mono, low-fidelity recording will give your presentation a homey feel.

I have tried to point out the kinds of guides and resources you will need to do this assignment, but I really want to stay out of the way and let you be creative. Good luck!

Storyboard: A Simple Template

Slides	Notes
<p>Title of Music Video (doesn't have to be the song title):</p> <p>Your name:</p> <p>Song and artist: (Think about how MTV puts all the info in the bottom left corner—that would work, too.)</p>	<p>Sketch your slide in the box to the left, then make notes in this box telling yourself and any readers what you are trying to do with the slide.</p>

<p>Final Slide: include any necessary credits for music and images.</p> <p>Be sure to keep track of image sources, especially.</p>	

Copyright: Fair Use Practices for Students

Guidelines

Federal copyright laws protect the creative work of artists, musicians, writers, and photographers. You may use copyright materials when creating projects; however, the materials you use must directly relate to your class assignment. Contemplate your reasons for using these materials before you begin. Consider the following criteria when creating your projects:

Criteria for Fair Use

1. You may use material for school purposes, but you must properly credit your sources and never make a profit from them.
2. Fair use includes portion limitations. You may use music and video and texts; but, guidelines for these materials are different. Remember, web documents have the same protection as other materials. A general guideline you should follow is the 10% policy:
 - 3 minutes of video
 - 30 seconds of a song
 - 1000 words of text
 - 2500 cells from databases
 - And 5 photos from an artist's collection
4. You may not distribute your projects to mass audiences, and may keep only 2 copies of the project.
5. Federal law also maintains time limitations. You may keep your project for 2 years and must not harm the author or copyright holder's profits.

Penalties

Students are subject to litigation if they do not follow these guidelines.

- Be careful. Copyright infringement is considered intellectual theft!
- Be sure to follow the 10% rule and document your sources carefully.
- You may be fined up to \$100,000 for not following the fair use guidelines, even if you are unaware of these laws.

Sources

- University of Texas: www.utsystem.edu
- U.S. Copyright Office: www.copyright.gov/title17/

Seeking Permission to Use

Don't forget that you can ask for, and in many cases, receive permission to use a whole song or extensive images if you make such a request to the copyright holder.

Free Photo Sites:

<http://www.freefoto.com/index.jsp>

<http://gimp-savvy.com/PHOTO-ARCHIVE/>

<http://www.morguefile.com/>

<http://freestockphotos.com/>

<http://www.amgmedia.com/freephotos/>

<http://www.freeclipartpictures.com/>

<http://www.1000pictures.com/>

<http://pdphoto.org/>

http://www.creatingonline.com/stock_photos/

<http://www.ace-clipart.com/>

<http://www.arrach.com/freephotos.htm>

http://www.freebyte.com/clipart_images_photos_icons/

<http://geekphilosopher.com/MainPage/photos.htm>

<http://www.fontplay.com/freephotos/>

Free Music Sites:

<http://www.freeplaymusic.com/>

<http://hebb.mit.edu/FreeMusic/>

<http://www.amazon.com/exec/obidos/tg/browse/-/468646/104-2692891-7858365>

<http://www.goingware.com/tips/legal-downloads.html#websites>

<http://creativecommons.org/wired/>

<http://www.tryad.org/demo.html>

<http://opsound.org/>

<http://www.pdinfo.com/>

<http://www.archive.org/audio/netlabels.php>

Working with Music

Many of you will probably want to work with one of your favorite songs, which is likely to be a song that is copyright protected. In order to comply with the Fair Use Guidelines, that means you will have to write to the artist or recording label in order to get permission to use the whole song, or you will have to work a 30 second selection of the song.

Writing to get permission might seem like a bit of a hassle, but if you want to work with a full song that is copyright protected, you will need to do this. The artist or label might not grant you permission, sending you back to the 30 second option.

Working with copyrighted material: the 30 second option.

If your song is copyright protected, please take your legally purchased CD or legally purchased MP3 to the Technology Learning Center, explain your assignment, and ask them to help you use a software program called Sound Forge. This software will allow you to extract a 30 second clip, save it as a WAV file you can embed in your PPT file. You can then use the clip 2 or 3 times in your video, or you can combine multiple 30 second clips. SoundForge will also help you develop fade ins and fade outs.

If you want to make music, you have at least three options.

1. SonicFire: A software program that allows you to work with cheesy instrumental music of various styles (country, blues, rock, etc.) The Technology Learning Center has one computer station with SonicFire loaded on it.
2. GarageBand is a Mac-only piece of software that will allow you to combine many instruments to create your own digitally generated music.
3. Make your own music, record it, import it—show us your skills.

All of these options will result in music that is either NOT copyright protected, or you will actually be the copyright holder.

Creative Commons Or Pubic Domain: Share and Share-a-like.

Some musicians are now putting out music that is not copyright protected in the traditional way. They invite you to use their music, to remix it, to use it in your own projects. If you find music that you want to use and it is part of the Creative Commons or uses a Share-And-Share-a-Like copyright agreement, you can use the whole song.

<http://creativecommons.org/wired/>

<http://www.tryad.org/demo.html>

<http://opsound.org/>

<http://www.pdinfo.com/>

Requesting Copyright Permission

If you would like to request permission to use a copyright protected song, try the following method:

1. Identify the copyright holder: it is likely the artist or the record label.
2. Try to find an email address or phone number for the copyright holder.
3. Send an email that says something like the message below.

Dear _____,

I am working on a PowerPoint Music Video assignment in one of my college classes. I would like permission to use all or part of "song title" for this class project. There is also a chance that my video will be used in a research project about this assignment, and the researchers might publish my project, in whole or in part, on the web.

Please indicate:

- a) If you are willing to grant permission to use the song in my course project only.
- b) If you are willing to grant permission to use the song in my course project and as part of the research project.
- c) If you are not willing to grant permission to use the song in my project.

Thank you for considering my request.

Sign Name.

Include contact information.