

Project 3: The Social Media Argument

Objective: Compose a TikTok, or series of TikToks, that persuades your fellow UAB students to engage with your chosen piece of audio-visual (AV) media.

Steps:

1. Participate in readings, lectures, and discussions around composing for social media
2. Brainstorm rhetorical strategies for persuading UAB students to engage with your piece of media
3. Using Adobe Express (or any other tool you'd like, including hand drawing), compose a story board that outlines your TikTok composing plan
4. Amass your media assets (pull from available sources, consider copyright), film clips, and/or record audio
5. Edit your TikTok
6. Revise based on peer and instructor feedback

Requirements:

The final TikTok(s) must include:

- Between 1-2 minutes of content (if you compose a series, limit each individual TikTok to 1-2 minutes)
- A clear argument for the audience of UAB students to engage with your media
- AV composing techniques that appeal to and persuade your audience
- Polished editing
- IF YOU USE GEN AI, in the works cited page, you must include (1) a link to the prompts you used and (2) a brief written statement indicating HOW, WHEN, and for WHAT PURPOSE you used the tool.
- 3 additional deliverables. See below:

Supplemental Deliverables

Project 3 Story Board

On Thursday, November 7th, you will turn in a story board that demonstrates your plan for the TikTok's shot content of your shots in the TikTok. See the Story Board Assignment sheet for additional details.

Project 3 First Draft:

On Sunday, November 17th, you will turn in a first draft that includes all required content.

Project 3 Deliverables:

Nov. 7: Project 3 Story Board (15%)

Nov. 17: First Draft (35%)

Dec. 9: Final Draft (50%)