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**UNIVERSITY OF LOUISVILLE**  
**DEPARTMENT OF PSYCHOLOGICAL & BRAIN SCIENCES**

**Digital Media Assignment (DMA) Proposal and Timeline Form**

The purpose of this course is to provide a systematic framework for the evaluation of psychological phenomena that is consistent with the scientific perspective of psychology, and to introduce students to a multimedia method of demonstrating mastery of this framework. In this seminar, we will look at psychological phenomena that alter the perception of reality. Students will work in groups to research a selected phenomenon and create a digital video documentary illustrating and explaining it. Students will utilize the Paul Elder critical thinking framework to critically evaluate the scientific merit of their selected phenomenon

Work with your group members to document your video concept and general plans. Consider ideas that can be filmed using available resources, which fulfill the assignment, plus can be completed on time. **Submit this completed proposal to me for approval on Wednesday, September 28<sup>th</sup> at the beginning of class and before any work can be started at the Digital Media Suite (DMS).** You may need to revise and resubmit your proposal, so do not begin any production tasks until your DMA has first been approved.

DMA Title \_\_\_\_\_

**What is the phenomenon your group has chosen? Briefly describe and explain:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**1. What is the purpose?** (*Why have you chosen to do this project? What argument or claim are you hoping at this point to make? [It may shift as you progress.]*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**2. Consider your audience (POV).** (*Who will see this project? Does your intended audience have prior knowledge of the topic? Might you show it to someone other than your classmates in this course?*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**3. Describe the expected content of your project (Information).** (*Briefly describe what you expect your project to be about. What is your goal? What are the emotions you want to evoke? Identify the critical information to be presented.*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**4. From what point of view will the project be shown?** (*Who will tell the story? Will it be the central character's point of view? That of someone outside of the action? A researcher's point of view? Will you use an impersonal voice-over narrator?*) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**5. What form will your project take?** (*What is likely to be the basic shape – beginning, middle, end? Will it be presented in chronological order? With flashbacks? With commentary, or without? With sound or without? With text or without? What will the viewer experience, feel, or gain?*) \_\_\_\_\_

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6. **Where will your project be set – what place?** *(Will you need to reserve the space ahead of time? If it's an outdoor location, do you have an alternative indoor location in case of bad weather?)* \_\_\_\_\_

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7. **What are the organizing ideas, theories, or principles that will guide your project?** \_\_\_\_\_

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8. Who might be involved as actors on-screen? \_\_\_\_\_

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9. Who in your group will be responsible for which roles in production *(editing text, directing camera shots or actors, finding music, scheduling meetings of the group, typing things up, gofer-ing, operating cameras, researching, managing other equipment, ordering pizza for late-night sessions, etc.)*? Define and assign responsibilities *(some, of course, such as editing the footage, you may perform together)*:

**Group Assignments:**

Name: \_\_\_\_\_

Role(s): \_\_\_\_\_

Responsibilities: \_\_\_\_\_

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Name: \_\_\_\_\_

Role(s): \_\_\_\_\_

Responsibilities: \_\_\_\_\_

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Name: \_\_\_\_\_

Role(s): \_\_\_\_\_

Responsibilities: \_\_\_\_\_

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**Estimated Timeline (Dates)**

PSYC 404/Honors 431  
Fall 2011

Honors Seminar: Influencing the Human Psyche

Reserve Equipment (for production) \_\_\_\_\_

Begin Shoot (production) \_\_\_\_\_

Reserve Equipment (for editing) \_\_\_\_\_

Begin Editing \_\_\_\_\_

Final Completion \_\_\_\_\_

In-class Presentation \_\_\_\_\_

**Professor Section (to be completed by the professor only)**

Professor's Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Professor's Approval Signature: \_\_\_\_\_

Proposal Points Earned (10 points maximum): \_\_\_\_\_