**Purpose**As the RPW program increases in popularity, we are beginning to build relationships with internship companies and get feedback from our recent graduates about how RPW has prepared them for the workforce. We develop our students in many ways, but we can’t stress enough how often we hear that video production is an important skill set.

Therefore, there are two purposes for this assignment:

1. To create a video highlighting the RPW major – many students don’t know what RPW is or how it can prepare them for the workforce. We want to promote this amazing degree.
2. To begin or enhance your video production skills, from planning and producing, to

editing and publishing. Ideally, to give you something to show to future employers and to be proud of.

**Assignment**Create a short video (1-2 minutes) promoting the RPW program. Who are we? What do we do? What can students expect from the program? In brief, ***why RPW?***

Ask yourself: what video would make you want to major in RPW?

We encourage you to be “edgy” with this – we aren’t looking for a dry video with instructor and student interviews cut together. We want you to research effective video campaigns; storyboarding and planning; capturing and editing; and in the end create a video that entertains, shows off our students’ skills, and attracts future students to follow in your footsteps. Set the bar high.

How you shoot your video is up to you (though I encourage you to take advantage of the Student Technology Resources Center through Langsam library – check their website out for more info <http://libraries.uc.edu/services/index.html>). How you edit your video is also up to you; there are many types of free editing software available for you (read about a few on my Bundlr site <http://bundlr.com/b/video59>). In the end, you’ll show the video to your classmates for review and ideally, one will be chosen by the RPW department to be used on our website (let’s talk extra credit!).

**Deliverable**- 1-2 minute video