**Unit III: Video Project**

* You will **read** about public engagement in museums, including digital engagement, **see examples** of other museums’ video outreach, analyze those videos using principles of design and engagement, and participate in a workshop on video production (Oct 3rd).
* You will then **apply** this new knowledge by creating your own collections-based video *with a partner from your team*.
* You will have time during **three class periods** to produce your own video (Oct 6-10).

**Ideas to get you started**

**Collections-based Ideas**

* Feature a collection: Describe it in detail (how many specimens, from where, who collected them)
* Feature a collections-based exhibit (e.g. the passenger pigeon, the marsh exhibit, the bird heads/feet exhibit)
* Highlight your favorite part(s) of the collection (e.g. nests, fluids)—why is it interesting? What is its history?
* Highlight an object from the collection. What is its history, biology, collector, etc?
* Use an object or objects in the collections to explain a concept in biology, ecology, art, or some related field

**Museum jobs**

* Discuss inspirations and challenges faced by curators.
* Important challenges facing museums and the museum professionals.
* What does a curator or collections manager do at work all day?
* A time-lapse of a typical day in the life of a curator.
* Highlight curatorial projects at JMM.
* Highlight your favorite task of being a curator or collections manager.

**How To....**

* Tricks of the Trade, a best practice in museum collections care
* Wisdom learned in this course.
* Curator-speak demystified.

**Requirements**

* Maximum 3 minutes
* Must be collections-based. That is, it must feature *at least* one object from the collection (objects on exhibit are OK, must be a real specimens rather than a cast)
* Your video will be rated using criteria similar to what you used for ranking the assigned videos (e.g. brainscoop)

**Due Date: Sunday, October 12th by 11:30 p.m.** (upload to Moodle)

**Course Learning Goals Related to this Project**

* Skills exercised
  + Applying knowledge in new settings
  + Using modern technology (i.e. video production and editing software)
  + Interpersonal skills
  + Being organized
  + Being observant, paying close attention to detail
* Content-related learning goals
  + importance of and modern ways to engage the public in science and other museum mission-related work