



## Student Created Video: Creativity Unleashed NMC Annual Conference - June 12, 2008

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We present a showcase of digital media success stories at University of Pennsylvania from the Weigle Information Commons at the Penn Libraries. We provide an overview of creation and results of 2007 and 2008 Mashup Contests. Student-created video and multimedia is an increasingly popular undergraduate assignment option at Penn, replacing traditional research papers. Creative video assignments engage students in high-level critical thinking, writing, planning, scripting and group collaboration tasks. Collaboration with faculty and support providers is key to success.

"With a video, we were able to engage all sorts of stimuli - visual, audio and intellectual synthesis - to present our assignment."

- Urban Studies undergraduate, Fall 2007

### Presentation Outline

1. Why try Video Projects?
2. Assignment Design
3. Mashup Contest
4. Student samples and reflections
5. Info Commons role
6. Collaboration with Faculty
7. Future trends
8. Small-group discussion and interactive poll

"I think that our video assignment allowed me to flex my creative muscles in ways that I am not accustomed to. In this sense, it was intellectually stimulating because in many ways, college has made me an essay-writing machine.... It was a challenge but very rewarding to come away from the experience knowing that I just made my own movie."

- Urban Studies undergraduate, Fall 2007

"The video took a while to create, but it was a more exciting and engaging process than writing a paper."

- Urban Studies undergraduate,  
Fall 2007

"Linking the important themes from the reading to images, video, audio was a nice new brain stretch."

- Urban Studies undergraduate,  
Fall 2007

\*Student comments excerpted from writeups from one of Professor Andrew Lamas' Fall 2007 Urban Studies classes

<http://wic.library.upenn.edu/mashup/nmc2008.html>

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