Mashup Contest: Student created video parodies

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Description: We will showcase digital media success stories in undergraduate classrooms at the University of Pennsylvania that have emerged from the first year of the Weigle Information Commons at the Penn Libraries. We will focus on the creation, organization and results of the 2007 Mashup Contest. Building on the common freshman reading of Lawrence Lessig's book "Free Culture", the contest brought together several entities around campus. Students created original video and mashups of commercial video to parody well-known movies. We will show award winning entries and discuss interesting classroom assignments that have emerged.

Student-created video is an interesting undergraduate assignment option at Penn, in some cases as an alternative to traditional research papers. Creative video assignments can engage students in high-level critical thinking, writing, planning, scripting and group collaboration tasks. Creative use of space, technology and collaborative assignments can engage students in new ways of acquiring knowledge.

Mashup Contest Basics

Website: http://wic.library.upenn.edu/workshops/mashup.html

Students created a four-minute video parody of a well-known film. Three faculty judges chose the winning entries with a grand prize of a digital videocamera. Spin-off effects have included several faculty incorporating video assignments into their courses.

Working with New Media

Websites to explore:

- New Media Centers: http://www.nmc.org/
- You-Tube of course: http://www.youtube.com
- Pachyderm: http://www.pachyderm.org
- Penn Cinema Studies: http://cinemastudies.upenn.edu/
- Weigle Information Commons: http://wic.library.upenn.edu

Technologies to Consider

- Audio Recorders
- Videocameras
- iChat, built-in cameras and videoconferencing

Weigle Information Commons

Collaborative learning with technology

Data Diner Booths
Group Study Rooms
Video Recording Rooms
Alcoves
Seminar Room

Laptops, clickers, podcasting, web design, audio and video

Student Assistance Services
One-on-one and small-group assistance – walk-in and by appointment

The **Weingarten Learning Resources Center** helps with project planning, study strategies and time management

The **Writing Center** guides students on writing for different audiences and purposes

CWiC (Communication Within the Curriculum) assists students with presentations and provides workshops on communication

Penn Libraries Research and Training Services teach students effective research skills, support digital media production and offer training in information technologies

Digital media projects
Vitale Digital Media Lab for full multimedia and video editing projects
    Poster printer
    Large-format scanners
    Slide scanner
    Video and audio conversion rack
    Equipment Loans

Workshops
    iMovie
    PhotoShop
    PowerPoint
    Audacity
    RefWorks and much more

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