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# Lesson Title: Deconstructing the Director's Chair: From Documentary to Your Own Vlog

## Materials Needed

- A device with an internet connection (computer, tablet, or smartphone)
- A device with a camera for recording (a smartphone works perfectly)
- A simple video editing app (e.g., CapCut, iMovie, InShot - most are free)
- Headphones
- Notebook and pen/pencil
- Printed copy of the "Media Detective" graphic organizer (provided below)
- Printed copy of the "Multimodal Menu" handout (provided below)

## Learning Objectives

By the end of this lesson, Naranjoniks will be able to:

- Analyze a documentary clip and a vlog to identify the creator's purpose, form, and function.
- Evaluate how specific multimodal elements (e.g., sound, camera angles, text overlays) contribute to the overall message and tone of a media text.
- Create a short (1-2 minute) vlog that applies at least three different multimodal elements to effectively communicate a clear purpose.

## Alignment with Standards

- **EN10INF-II-15:** Evaluating informational text in a range of media (spoken, written, visual, and multimedia) for clarity of meaning, purpose, form, and function. Apply multimodal elements appropriate to the chosen text delivery/ies.

## Lesson Plan

### Part 1: The Warm-Up - What's the Vibe? (5 minutes)

1. **Engage:** Ask Naranjoniks: "If you wanted to make someone feel excited about a new video game, what kind of music would you play in the background? What if you wanted to make a moment feel sad or serious? What would you change?"
2. **Connect:** Explain that these choices—music, camera shots, colors—are what media creators use to tell a story and make us feel a certain way. Today, we're going to become detectives and directors to figure out how they do it, and then try it ourselves.

### Part 2: Mini-Lesson - The Director's Toolkit (10 minutes)

1. **Introduce Core Concepts:** Explain that every piece of media has a **Purpose, Form, and Function**.
  - **Purpose:** The *why*. Is it to inform, persuade, entertain, or express an opinion?
  - **Form:** The *what*. Is it a documentary, a vlog, a news report, a tutorial?
  - **Function:** The *how*. How do all the pieces work together to achieve the purpose? This is where we look at the multimodal elements.

2. **Introduce the "Multimodal Menu":** Hand Naranjoniks the "Multimodal Menu" handout. Quickly go over the categories:
  - **Visual:** Camera angles (low, high, eye-level), shot types (close-up, wide shot), color, lighting.
  - **Auditory:** Music (upbeat, somber), sound effects, narration (voice-over), dialogue, silence.
  - **Textual:** On-screen text, titles, subtitles, graphics.
  - **Spatial:** How things are arranged on screen. Is the subject centered? Off to the side?
 Explain that creators pick items from this "menu" to create a specific effect.

### Part 3: Guided Practice - The Media Detective (20 minutes)

For this section, you will watch two short clips. After each one, you will pause and fill out the "Media Detective" graphic organizer together to analyze it.

1. **Watch Clip 1: Documentary.** Choose a powerful 2-3 minute clip from a nature or historical documentary (e.g., a clip from *Planet Earth* showing a hunt, or a clip from *They Shall Not Grow Old* showing historical footage).
2. **Analyze Together:** Using the "Media Detective" organizer, discuss and fill in the blanks.
  - "What do you think the **purpose** was? To inform us? To make us feel awe or tension?"
  - "Let's look at our menu. What **auditory** elements did you notice? (e.g., dramatic orchestral music, narrator's serious tone)."
  - "What about **visuals**? Did you see any slow-motion shots or extreme close-ups? Why do you think the director used those?"
3. **Watch Clip 2: Vlog.** Choose a dynamic 2-3 minute clip from a popular vlog in a style Naranjoniks enjoys (e.g., travel, tech review, day-in-the-life).
4. **Analyze Together:** Fill out the second half of the organizer for the vlog.
  - "How is the **purpose** different from the documentary? Is it more about entertainment or connection?"
  - "What different 'menu' items did this vlogger use? (e.g., fast cuts, upbeat pop music, on-screen text/memes, direct-to-camera talking)."
  - "How did those choices make the vlog feel different from the documentary? More personal? More energetic?"

### Part 4: Independent Creation - Your Turn in the Director's Chair! (45 minutes)

This is where Naranjoniks applies everything learned. The goal is to create a short, 1-2 minute vlog with a clear purpose.

1. **Brainstorm (5 mins):** Naranjoniks chooses a simple topic and purpose.
  - **Topic Ideas:** Review a favorite snack, show off a cool collection, teach a simple skill (like how to shuffle cards), give a tour of one room.
  - **Purpose Ideas:** To persuade someone to try the snack, to entertain with a funny story about the collection, to clearly inform someone how to do the skill.
2. **Plan Your "Menu" (5 mins):** Before filming, Naranjoniks will jot down a quick plan. "My purpose is to make people excited about this book. I will use: 1) Upbeat background music, 2) A close-up shot of the cover, and 3) On-screen text with a fun fact." **The goal is to intentionally choose at least THREE multimodal elements.**
3. **Film & Edit (30 mins):** Naranjoniks will now film the clips on a smartphone or camera. Remind them to think about camera angles and shot types. Then, using a simple editing app, they will assemble the clips and add their chosen multimodal elements (music, text, etc.). Encourage experimentation!
4. **Export (5 mins):** Save the final video.

## Part 5: Premiere & Reflection (10 minutes)

1. **Premiere:** Watch Naranjoniks's finished vlog together. Give positive feedback on what you see!
2. **Reflection Discussion:** Ask reflective questions to solidify the learning.
  - "What was your purpose for this vlog?"
  - "Which three multimodal elements did you choose to use? Why did you pick those specific ones?"
  - "If you had more time, what other element from the 'Multimodal Menu' would you add to make your message even stronger?"
  - "What was the most challenging part of making your message clear?"

## Differentiation & Extension

- **For Support:** Focus on just two multimodal elements instead of three. Provide a pre-selected audio track to make editing simpler. Help create a simple shot-by-shot storyboard before filming.
- **For a Challenge (Expert Mode):** Challenge Naranjoniks to create a vlog that intentionally shifts its tone in the middle (e.g., starts serious and becomes funny). This requires changing the music and editing style partway through. Or, challenge them to use a specific advanced technique, like a J-cut or L-cut (where the audio from the next clip starts before the video does, or vice-versa).

## Assessment Tools & Handouts

### Handout 1: The Media Detective (Graphic Organizer)

| Analysis Point                                                                    | Clip 1:<br>Documentary | Clip 2:<br>Vlog |
|-----------------------------------------------------------------------------------|------------------------|-----------------|
| <b>Creator's Purpose:</b> (To inform, persuade, entertain, etc.)                  |                        |                 |
| <b>Overall Feeling/Tone:</b> (Serious, exciting, funny, personal, etc.)           |                        |                 |
| <b>Key Multimodal Elements Used:</b> (List 2-3 specific examples from the "menu") | 1.<br>2.<br>3.         | 1.<br>2.<br>3.  |
| <b>How did these elements help the creator achieve their purpose?</b>             |                        |                 |

### Handout 2: The Multimodal Menu

Choose your ingredients to create the perfect media message!

- **VISUAL ELEMENTS (What you see)**
  - **Camera Shots:** Wide Shot (shows setting), Medium Shot (waist up), Close-Up (face/details)
  - **Camera Angles:** High Angle (looking down), Low Angle (looking up), Eye-Level
  - **Movement:** Slow-motion, fast-forward, shaky-cam, smooth panning
  - **Lighting:** Bright & sunny, dark & shadowy, colorful
- **AUDITORY ELEMENTS (What you hear)**
  - **Music:** Upbeat, sad, intense, mysterious, absent/none

- **Sound Effects:** Whooshes, dings, cartoon sounds, realistic background noise
- **Voice:** Narration (voice-over), dialogue, interview, tone of voice (excited, calm)
- **TEXTUAL ELEMENTS (What you read)**
  - **Titles & Headings**
  - **On-screen captions or labels**
  - **Graphics, charts, or animated text**

### Mini-Vlog Assessment Rubric

| Criteria                                  | Developing (Needs More Work)                                              | Achieved (Good Job!)                                                                      | Exemplary (Wow!)                                                                                     |
|-------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Clarity of Purpose</b>                 | The vlog's main goal is unclear.                                          | The vlog has a clear purpose (e.g., to inform, entertain) that is easy to understand.     | The vlog's purpose is very clear and is executed in a compelling and engaging way.                   |
| <b>Application of Multimodal Elements</b> | Fewer than 3 distinct elements are used, or they don't match the purpose. | At least 3 distinct multimodal elements are used correctly to support the vlog's purpose. | Multiple elements are skillfully blended together to powerfully enhance the vlog's message and tone. |
| <b>Creativity &amp; Effort</b>            | The project feels rushed or unplanned.                                    | Clear effort was put into planning, filming, and editing the vlog.                        | The vlog shows significant creativity, originality, and thoughtful execution.                        |