

ROUGH CUT REVIEW (RCR)

VIEWING MEDIA

SAMS (Story, Audience, Message, Style)

When watching media, it is helpful to use SAMS to better understand and critique the piece.

Story: What is the story? What kind of story is it? For example: Is it a personal story? Is it poetic?

Audience: Who is the intended audience? What in the piece tells you that it was created for this audience?

Message: What is the message of the piece? Is there more than one message?

Style: What are some of the techniques the artist used to

convey their message? For example, did they use interviews, text, music, etc. and how do the audio and/or visuals contribute to the message and story?

CRITICAL RESPONSE TECHNIQUE (adapted from Adobe Youth Voices)

Process Steps and Method

Using information from your completed SAMS, complete the sections below to prepare for a discussion about the piece with the artist.

1. Constructive Commentary

What positive feedback can you provide the artist? How did this work affect you as the viewer? What did you find compelling, impressive, unique or surprising?

Method: "I really liked how you..."

2. Questions from the Artist

Take notes in the space below to prepare for queries from the artist about the work you viewed. For example, the artist may ask you questions about the message, story, style, tone, pacing, or technical aspects such as shot styles, audio, lighting, etc.

Method: "How do you think I could improve the...?"

3. Questions for the Artist

What neutral questions can you ask the artist to help her/him improve their work? For example: Why did you decide to start the piece without music? How did you pick the font for the titles?

Method: “Why / How did you choose to...?”

4. Viewer Opinion Sharing

What opinions or critique on the work would you like to share with the artist? Frame your statements as an offer to help improve the work. For example: Would you like to hear my suggestions on how you can use sound effects during the opening?

Method: “Can I share an idea about how to...?”

ARTIST NOTES

Recording Audience Feedback

It is helpful to record audience responses to the questions you asked them in the *Critical Response Technique* section during the Rough Cut Review. Review your ‘artist notes’ before editing your final draft.

Title of Media Project

What positive feedback did your audience give you?

What questions did your audience ask you?

What suggestions, opinions, and/or ideas did your audience give you?

What changes would you like to make to your piece based on the feedback?