

Chem 14D: Spring 2011 Extra Credit Assignment

The Assignment?

- Make a music video about organic chemistry.*
- The lyrics should contain mostly technical information about structure, reactions, and/or synthesis, but be sure to mention 'UCLA' and '14D' in your video (either verbally or in writing)!*
- Your music video can be completely original or a parody of one of your favorite songs.*
- The length should be between **2–3 minutes**.*
- No vulgarity or nudity – keep it “PG/PG-13”*
- You may work by yourself or in teams of up to 4 people.*
- Must submit the video to Neil (youtube link - preferred, or CD / DVD) by:
Tuesday, May 31, 2011 at 8am.*
- If submitting a CD / DVD, please make sure the video file is Mac-compatible*
- *When submitting your video, please include a list of all of your teammates (full names, ID #s, and email addresses)*
- Must be willing to have the video posted on the 14D website and shown in class.*

Grading?

*-Neil and the TAs will evaluate the music videos and assign extra credit points (0, 5, or 10 points). *The top 10 videos will receive 15 points.* Any extra credit points will be applied to your lowest midterm grade.*

*The top videos from 2010 can be found here:
http://www.chem.ucla.edu/14D-S10/14D_Rockstar_Music_Videos.html
(or google search '14d rockstar')*

- Evaluation criteria include incorporation of organic chemistry, creativity, entertainment factor, and overall quality.*
- Each person on a given team will receive an identical score. Grades are not negotiable.*

Other?

- The best few videos will be shown in lecture.*

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General Advice

–The bar has been set high by the 2010 Chem 14D class, so we will expect big things from you. If you do not have time to make a great video, your time may be better spent studying.

–For the audio, you may wish to use auto-tune software, especially if you are self-conscious about your voice. It is also very helpful to include captioned lyrics in the video.

–Try to use this assignment as an opportunity to study, be creative, and have fun (yes, even in an organic chemistry class!)

–If you want your video to go viral, we recommend trying to reach a broader audience (e.g., pick a popular song) and making your video high quality. “Chemistry Jock”, the top video from 2010’s Chem 14D class, is a great example: <http://www.youtube.com/watch?v=T3IU0danX6Q>

FAQ

–I noticed that you mentioned the extra credit needs to be 2-3 minutes. However, I feel like this is not sufficient time to make a good video about the vast wonders of organic chemistry. Is it all right if it's 5 min?

If your video exceeds 3 minutes, that may not hurt your grade...just make sure it is entertaining since 'entertainment factor' is one of the grading criteria. However, if it is too long, I may not be able to show it in class (if it happens to be one of the best videos).

–I was planning to use my band members, who aren't part of the class, to help me out with the project, and write an original piece? Is that fine?

Sure, it is definitely OK to have “extras” in your video.

–Do we actually need to be in the video or can we just sing the track?

We would like to leave the instructions, “make a music video about organic chemistry”, somewhat open to interpretation. Thus, if you are not in the video, that could be OK. The consensus amongst the teaching team, however, is that it would be best to at least make an appearance in the video if you decide not to star in the entire thing.

Just to be clear on the grading, the TAs and I will evaluate each video and assign extra credit points of 0, 5, or 10 to be added to your lowest midterm. If your video is one of the top ten, you will receive 15 points. The evaluation criteria include incorporation of organic chemistry, creativity, entertainment factor, and overall quality. If you can meet these criteria without being in the video, you would still get extra credit.

–For the extra credit video can a person appear in two different group's videos?

Participating in more than one video is OK. However, you would only receive extra credit for one of the videos. You would have to let me know, in advance, which of the two videos you would like to count for the extra credit.

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Teacher Playlists

Evan:

U Got it Bad, Usher
Beat #1, Rataatat
Bring the Noise, Public Enemy
What's the Difference, Dr. Dre

Joel:

Let it Be, Beatles
Call Me Al, Paul Simon
Gangsta's Paradise, Coolio
I'm Too Sexy, Right Said Fred

Noah:

Ruff Ryders' Anthem, DMX
Enjoy the Silence, Depeche Mode
Young Folks, Peter Bjorn and John
Eye, Smashing Pumpkins

Stephen:

Dream On, Aerosmith
Breaking the Law, Judas Priest
Crazy Train, Ozzy Osbourne
Hot for Teacher, Van Halen

Neil:

I Love LA, Randy Newman
Mo Money Mo Problems, Notorious BIG
Nuthin' But a 'G' Thang, Dr. Dre and Snoop Dogg
Jack and Diane, John Cougar Mellencamp