Beyond the Frame

Analyze how video choices shape a public message

11.7.R "Students will analyze and evaluate the techniques used in a variety of multimodal content and how they contribute to meaning."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline each SCREEN TEXT message, circle two AUDIO cues, and number two VISUAL choices to trace how sight and sound guide the viewer's response.

A Video About the Gutter

1. The following production script describes a 45-second city video about litter near storm drains. It opens at a bus stop after rain. VISUAL: A camera stays close to a paper cup as water pushes it toward a curb drain; the rest of the street is blurred. AUDIO: Traffic hum fades beneath the sharp scrape of the cup against the grate. SCREEN TEXT: "Out of sight?" appears just as the cup vanishes. No narrator explains the scene yet. The question remains on screen for two seconds after the cup disappears, while the camera holds on the empty grate.

2. VISUAL: The next shot cuts to Willow Creek, where another cup rests among reeds near an outfall pipe. AUDIO: The scrape gives way to running water, then drops to silence. NARRATOR: "In this neighborhood, storm drains carry runoff to Willow Creek without a stop at a treatment plant." SCREEN TEXT: "Not treated before the creek" stays visible during the explanation. A small line below it reads, "City Stormwater Office." The final shot in this sequence holds long enough to show both moving water and trash caught along the bank.

3. VISUAL: The video returns to the bus stop. A hand lifts a discarded cup from the gutter and places it in a nearby trash bin. The camera widens to include the drain and the creek visible beyond the road. AUDIO: Traffic returns, but the scrape is replaced by the bin lid's soft click. NARRATOR: "Keep litter out of the gutter. Help keep it out of our creek." SCREEN TEXT: "Pick it up. Bin it." The closing frame holds the words beside the bin for three seconds before fading to black.

2 ANSWER WITH EVIDENCE

Use the passage

1. How do the close framing of the cup and the change in sound work together to shape the opening?

2. How do the creek shot and the narrator's explanation support the video's message? What does the shot alone not prove?

3. What does the “City Stormwater Office” credit add to the claim about runoff, and what evidence does it not provide?

4. How do the final action and screen text make the closing message more useful to viewers than the opening question?

3 YOUR TURN

Your own words

Write a different 10-second ending for this video in 3 or 4 sentences. Specify a new visual choice and a sound or on-screen text choice, then explain how they would change the message and name one possible drawback.

ANSWER KEY

Beyond the Frame

GRADE 11 · 11.7.R

PART 1 · READ AND MARK

Underline each SCREEN TEXT message, circle two AUDIO cues, and number two VISUAL choices to trace how sight and sound guide the viewer's response. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How do the close framing of the cup and the change in sound work together to shape the opening?	**The close framing focuses attention on one piece of litter, while the scrape rising above traffic makes its movement into the drain hard to ignore.**
2	How do the creek shot and the narrator's explanation support the video's message? What does the shot alone not prove?	**The creek shot shows litter near an outfall, and the narration explains that neighborhood runoff reaches the creek without treatment. The shot alone does not prove where every piece of litter goes.**
3	What does the "City Stormwater Office" credit add to the claim about runoff, and what evidence does it not provide?	**The credit identifies a relevant local authority, which may make the claim more credible. It does not provide a map or other direct evidence of the drain route.**
4	How do the final action and screen text make the closing message more useful to viewers than the opening question?	**The hand models an action viewers can take, and "Pick it up. Bin it." states that action briefly and directly. The opening question raises concern without offering a solution.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

VISUAL: At an outdoor gathering, neighbors refill reusable bottles beside a trash bin. AUDIO: Creek water blends with conversation, while SCREEN TEXT reads, "Plan ahead. Leave less behind." Together, the friendly scene and practical words frame prevention as a shared habit, but the cheerful tone may weaken the warning about litter already in the gutter.

Accept interpretations that connect a specified visual, sound, or text choice to its effect on viewers. For Part 3, the proposed choices must differ from the original ending, and the response must explain both their combined effect and a plausible drawback.