Follow the Wrapper

Analyze how images, sound, and words shape a video's message.

9.7.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 two details about images, circle two details about sound, and number the three on-screen messages in the order they appear. Use your marks to track how the video's message develops.

After the Rain

1 At a neighborhood film night, a thirty-second video called *After the Rain* opens on a candy wrapper pressed against a curb. The camera stays low while rainwater gathers around the wrapper. A bicycle wheel passes, and the wrapper slips through the metal bars of a storm drain. There is no music yet, only the hiss of tires on wet pavement and the quick tap of rain. On-screen words appear in plain white letters: "Out of sight?" The question arrives just as the wrapper vanishes. Viewers have seen a familiar street, but the camera has followed one small object rather than a person.

2 The next sequence switches to animation: a single bright wrapper moves through dark blue pipes toward a stream. A faint drumbeat begins, growing louder as more scraps join it. No one speaks. Against the moving water, the words "Not gone" stay on-screen for two seconds. The blue background keeps the white letters easy to read, while the bright wrapper remains easy to track. At the stream, the animation gives way to a real shot of litter caught among reeds. The video does not say that every dropped wrapper reaches a stream; it shows one possible path after a storm.

3 In the final shot, a hand lifts a wrapper from the curb before the next shower. The drumbeat stops. A soft click from a nearby trash-can lid replaces it, and the words "Keep it here" appear beside the can. The closing image holds for three seconds, long enough to read the message without losing sight of the action. The video offers no numbers about litter or pollution, and it does not show who made the mess. Instead, it connects a tiny decision on one street to water beyond that street. Someone leaving the film night might notice the next wrapper by their shoes.

2 ANSWER WITH EVIDENCE

Use the passage

1. How do the low camera angle and the timing of “Out of sight?” shape the opening’s message?

2. How does the sound change from the opening to the animated sequence, and what does that change suggest?

3. Which better shows where the wrapper could end up, the animation or the real shot of the reeds? Support your judgment with a detail from each.

4. How do the trash-can click and “Keep it here” work together in the final shot?

3 YOUR TURN

Your own words

Plan a different fifteen-second video about a small action people can take in your community. In four sentences, describe a visual choice, a sound choice, and on-screen words, then explain how those choices work together to make your message clear.

ANSWER KEY

Follow the Wrapper

GRADE 9 · 9.7.R

PART 1 · READ AND MARK

Underline two details about images, circle two details about sound, and number the three on-screen messages in the order they appear. Use your marks to track how the video's message develops. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	How do the low camera angle and the timing of "Out of sight?" shape the opening's message?	**The low angle keeps attention on the wrapper, and the question appears as it disappears into the drain. Together, they challenge the idea that unseen litter is gone.**
2	How does the sound change from the opening to the animated sequence, and what does that change suggest?	**The opening uses street sounds without music. A drumbeat begins and grows louder as scraps join the wrapper, making the growing amount of litter feel more urgent.**
3	Which better shows where the wrapper could end up, the animation or the real shot of the reeds? Support your judgment with a detail from each.	**The animation better shows the possible route because it follows the wrapper through pipes toward a stream. The real shot shows litter among reeds but not how it arrived. A supported judgment favoring the real shot is also acceptable.**
4	How do the trash-can click and "Keep it here" work together in the final shot?	**The click draws attention to the can as the hand puts the wrapper away. The words make that action a clear suggestion to keep litter out of the drain.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My video opens with a close-up of a cyclist fastening a helmet strap before moving. The only sound is the sharp click of the buckle. The words "Buckle before you roll" appear beside the helmet. The close-up shows the action, while the click and words make the moment easy to notice and remember.

Accept supported interpretations of the described techniques, including either judgment in question 3. For Your Turn, look for distinct visual, sound, and text choices plus an explanation of their combined effect.