

Adventures in Movie Making: a Rush Challenge to Advance Digital Literacy

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Background:

The driving force behind Adobe Creative Jams is the fast, deep immersion of participants in a specific Adobe application - along with problem solving, creative thinking, team-work and a large dose of digital literacy skills-building. Jams usually focus on the use of Adobe XD in the creation of an app or other digital experience as the final product in the problem-solving process. Held over two days students take a deep dive into the product and quickly familiarize themselves and, in effect, become a little bit more proficient in prototyping than they were before.

Challenge:

Our challenge was inspired by Creative Jams. Rather than focus on XD, however, we turned our attention to Adobe Rush and Adobe Spark. Rush is by no means a light version of Premiere Pro. It is built from the same engine but is much more beginner friendly. Rush is movie post-production in your pocket. It sits perfectly on mobile phones and tablets, and can be used on desktop/laptop devices as well. Multi-tasking across devices is a built-in feature making the post-production process efficient. Adobe Spark is a quick and intuitive program that lets users create web pages that seamlessly integrate video, photos, graphics, text and audio.

Process:

When we designed our challenge we had two groups of students in mind - film students and advertising students (or anyone else for that matter). The challenge was designed as a week-long activity where students would be briefed on a theme that they would develop a story from, script, shoot and edit exclusively on their phones. They would then create Spark pages to present their work, including the video, stills, and thoughts about the process. Initially, we had planned to run the Creative Rush week in March, 2020. The week before we were going to launch, the COVID shut down happened. We pushed the event to online in November and although there were fewer participants, the results were impressive.

Outcome:

The majority of participants were not experienced film-makers. But each one brought personality, creativity and story-telling skills to the challenge. The Adobe Rush Challenge pushed the students to create an engaging film made possible by the shallow learning curve of Adobe Rush and create a polished presentation through Adobe Spark.