

UNT Promo Project Breakdown by Amanda Rodriguez

- **Client – who is this video for? Did you sell them on the idea, or did they ask for it? If YOU are the client, why are you doing this video? What creatively do you want to achieve? Why?**
 - No client, since it's for class.
 - I'm doing this video to promote UNT and what it has to offer students.
 - I hope to create a good promo that I can put on my website to showcase my editing work.
- **Concept – explain what you envision this project to be**
 - This will be a general promo for the UNT and all it has to offer
 - It will be a variety of clips of the UNT campus and activities that students can partake in on campus, with background music and maybe some text
- **Audience/platform - who will watch this, where will they watch it?**
 - Aspiring UNT students will watch this.
 - They'll watch it on the UNT website.
- **Script – this should be in the 2-column format. If you have interviews, this can be a pre-shooting script. If you have graphic-heavy content, what we see on the screen should be included in this script. YOU MUST PROVIDE A SCRIPT. If you don't think you need one, you haven't been listening in class!**

| <u>Video</u> | <u>Audio</u> |
|--|---------------------------------------|
| Shot of a bus | Fun, upbeat music all the way through |
| Shot of the UNT campus | |
| Shot of the student union | |
| Text - "Welcome to UNT" | |
| Shot of the football team | |
| Shot of the rec center | |
| Shot of the band | |
| Shot of student studying in the library or the union | |

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| Shot of people tailgating | |
| Shot of the basketball team | |
| Shot of students walking around campus | |

- **Schedule – work backward from project due dates to specifically plot out prepro, production and post.**
 - By Tuesday, March 28th, have footage and music picked out, start placing the clips and music in the timeline, start cutting.
 - Wednesday, March 29th - Finish cutting, add any simple titles and graphics.
 - Thursday, March 30th - Footage Log due, last time to find any additional footage I may have missed at first. First cut is also due.
 - Saturday, April 1st - fix up anything I need to change from the first cut, start mixing audio.
 - Sunday, April 2nd - color correct, add motion to titles or graphics to liven them up.
 - Monday, April 3rd - make any other finishing touches, export and upload, turn in 2nd cut.
 - Tuesday, April 4th - second cut due
 - Wednesday, April 5th - make any changes needed from the second cut, export and re-upload to submit for the final cut.
 - Thursday, April 6th - final cut due, submit.
- **Equipment – what do you need to produce this project?**
 - No equipment, footage is provided.
- **Crew – be specific: who will help you?**
 - No crew, this is a solo project.
- **Locations – where are you shooting this? Do you need permission? Include photos of location possibilities, show us where you will shoot (not just a shot of the outside of the building. Yes, this means you have to go there in advance!)**
 - No location, footage is provided.
- **Transportation – how will you, your crew and equipment get around?**
 - No transportation
- **Props – what, if any, props will be needed?**
 - No props.
- **On-Air Talent/Interviews – be specific: who will you interview and why?**
 - No talent or interviews.

- **Research/Footage gathering – when/how will this happen?**
 - All footage will be gathered from the UNT Media Guide or from UNT YouTube pages.
 - Gathering footage will be the first thing I do for this assignment.
- **VO recording/Music – when/how will this happen? Who is your VO talent, if needed? VO talent should not be YOU unless that is part of the career you are pursuing.**
 - No VO, but music will be gathered from Megatrax.
 - Choosing music will be the second thing I do for this assignment.
- **Post – backing up, uploading, editing, audio mixing, color correcting, graphics/title creation, finalizing. This is already part of your schedule, but make sure you have thought through these steps, and explain them here.**
 - First, I'll arrange the clips how I want in the timeline.
 - Then, I'll add the music, and cut the clips so they'll look good with the music.
 - Then, I'll add the graphics and titles.
 - After that, I'll do audio mixing to make sure everything is balanced properly.
 - Finally, I'll color correct so all the clips look like they were shot on the same day.
 - I'll make any finishing touches and then export and upload to YouTube and Canvas.
- **Delivery format - where will this be viewed, and how will it get there?**
 - It will be viewed on the UNT website, so it will be formatted as a regular YouTube video.