

Diversity in the UNT School of Music 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.
 - I would like to effectively create an informational video about DEI in a UNT organization.
- **Concept – explain what you envision this project to be**
 - A big part of UNT is their music program, so I would like to do a video showing how diverse this part of the school is.
- **Style – what will it look/feel like?**
 - It will be interview style, with a lot of b-roll. All pre-existing footage.
- **Audience/platform - who will watch this, where will they watch it?**
 - UNT students and aspiring students interested in doing anything related to the music program.
 - They will watch it on YouTube or a UNT music webpage.
- **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 SUBMIT A SCRIPT. If you don't think you need one, you haven't been listening in class!**

<u>Video</u>	<u>Audio</u>
UNT school of music logo	Music fades in
Guy playing trumpet	"I think diversity shows up in a lot of ways. When you think about diversity of faculty and the interest that we have that definitely shows up in really obvious ways. Then we also consider elements of diversity in terms of our student body. So whether it's ethnic or whether it's just gender, we're seeing a lot of interest in our students and being recognized as not falling into traditional categories of male and female.
Marching band	
Interviewee	
Guy playing cello	

Guy conducting Interviewee	And I think that that also manifests in what kind of music they're wanting to see performed. Representation really matters to them.”
Marching band	
Representation really matters...	Fade out music

- **Schedule – work backward from project due dates to specifically plot out prepro, production and post.**
 - Thursday, April 20th - have all footage shot and sorted, footage log due
 - Monday, April 24th - start cutting footage
 - Tuesday, April 25th - balance audio, add any titles/graphics
 - Thursday, April 27th - 1st cut due
 - Monday, May 1st - make any changes needed from 1st cut, color correct
 - Tuesday, May 2nd - 2nd cut due
 - Wednesday, May 3rd - make any changes needed from 2nd cut
 - Thursday, May 4th - Final cut due
- **Equipment – what do you need to produce this project?**
 - None
- **Crew – be specific: who will help you?**
 - No crew, just me.
- **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!)**
 - None
- **Transportation – how will you, your crew and equipment get around?**
 - No transportation needed
- **Props – what, if any, props will be needed?**
 - No props needed.
- **On-Air Talent/Interviews – be specific: who will you interview and why?**
 - None, interview is from pre-existing video
- **Research/Footage gathering – when/how will this happen?**
 - Any pre-existing footage can be found on YouTube/Vimeo.

- **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 needed, music from Megatrax.
- **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 sort through my shots/interview answers to decide what I want to use.
 - Then, I'll import my chosen footage into premiere and lay the clips down on the timeline.
 - Then, I'll import music and work on balancing the audio.
 - Next, I'll add any needed titles and graphics.
 - Then, I'll color correct to make sure all the footage matches each other and looks good.
 - Finally, I'll make any finishing touches and export and upload to YouTube.
- **Delivery format - where will this be viewed, and how will it get there?**
 - This will be viewed on YouTube, possibly on the UNT music program webpage.