WEB VIDEO TREATMENT Ragina Lashley

**Overview**

This web video is intended to be published online, as another means to promote Elizabethtown College’s Communications Department. It also will promote a new and beneficial space for all Communications students or those taking such classes; the Converged Media Center.

**Purpose/Objective**

To attract prospective students

To attract Communication lovers

To successfully shot and produce a web video

**Audience Profile/Target Audience**

Age: 15+ (15-18), ideally

Gender: All

Ethnicity: All

Occupation: Student (high school, college preparatory)

Education: High School/Equivalent

**Show Description**

This video, because it will be highlighting the CMC, it will be shot mainly inside the Steinman Center. The shots will include some of the establishing nature, to show that we are at the College, but in this video will be quickly highlighting a feature within the Communications Department, and used by all students as necessary, here on campus. It would be a boring and quite a long video, if it were to show all the equipment used, and how it works relative to each area (the switchboards, the HD cameras, the video cameras, the lights etc.). So this video approach will take a POV tour approach; panning over to all the equipment to each area as the narrative describes how it is used and for what, as well as the area as a whole.

The “flow,” and openness of the space as intended by the team involved with the renovations, inspired the way the video is meant to be seen. If one were to tour the center, the guides would take such a swift approach, maybe catering a bit more depending on the time slot for the group being led around. But because of time, and because this video is stated as a highlight, a prospective student would not want to see/learn everything in a matter of more than three to four minutes on a video unless it was meant to be tutorial. It would become a bore or a chore to have to watch the whole thing. The video is intended to tease the viewer to see the opportunities being offered as a Blue Jay in the COM Dept., and make it in their best interest to come see for themselves, thus spurring the cycle of attracting students to the College, and thus the department. Middle shots and long shots are to be used.

The talent is for the most part, absent due to not only the time but because of the nature one would have if they were to take a tour; there would be many students in the Center on certain days or it would be completely bare the next. It would have been beneficial to have students being seen using the equipment, so the shots of the radio both, the lounge area, and the Video Editing Suite were included.

The music played underneath, will be of a non-copyrighted instrumental meant to not distract the viewer but to keep them interested in what they are viewing.

**Equipment**

For the most part this is a field production, so a tripod is used during the still panning shots. Other shots are meant to be swift so there isn’t a tripod being used. It is necessary to have a program that will be able to compile all of the shots together, so Adobe Premier and Photoshop for the creation of any needed graphics. Audio will be laid down with either Garage Band or the Adobe Suite associated programs. There will be no issues of lighting except that of the natural or artificial light provided by the rooms that have them.

TRT: 3:21 RKL 12/12/13



“HERE AT ELIZABETHTOWN COLLEGE

WE STRIVE TO GIVE OUR STUDENTS THE

NEEDED SKILLS TO THRIVE AND APPLY THEIR LEARNING IN THE REAL WORLD.”

“ETOWN MAY BE A SMALL AND QUAINT COLLEGE, BUT WE ALWAYS HAVE AND MAKE ROOM OR THE SPACE FOR ANY INTEREST AND FUNCTION IN THE VARIETY OF MAJORS WE OFFER.

WITHIN THE COMMUNICATIONS DEPARTMENT, THERE HAVE BEEN

MANY IMPROVEMENTS TO THE

FACILITIES IN STEINMAN CENTER, IN

ORDER TO PROVIDE A HANDS ON

APPROACH TO THE COMMUNICATIONS

EXPERIENCE AND MAJOR.

OVER THE WINTER OF 2012, AND COMPLETED DURING THE SUMMER OF 2013, THE COMMUNICATIONS DEPARTMENT RENOVATED THE MEDIA LOUNGE TO BECOME A CONVERGED MEDIA CENTER

IN THE PAST, THE COLLEGE STUDENT-LED RADIO STATION WWEC 88.3, THE NEWSPAPER, THE ETOWNIAN, AND

TV STATION, ECT-40 ALL OEPRATED WITHIN CRAMPED AND SEPARATE AREAS AND DESKS IN DIFFERENT AREAS THROU- GHOUT CAMPUS.

NOW, THE CENTER HOLDS THE RADIO BOOTH, DESKS FOR THE NEWSPAPER

STAFF EDITORS AND WRITERS. AND A

NEW LOUNGE, COMPLETE WITH COLO-

FUL AND MODERN FURNITURE TO HOLD

A QUICK MEETING, OR A STUDENT IN NEED OF A BREAK. THE ETOWNIAN AREA HAS CONJOINED CIRCULAR DESKS, AND STATIONS FOR EACH PAPER SECTION.

THE STUDENT LAB ASSISTANT DESK,

AFFECTIONATELY CALLED “SLA,” IS

RIGHT BEHIND THE SLEEK GLASS DOORS AS SOON AS YOU REACH THE SECOND FLOOR.

THE RADIO STATION WITH STATE OF THE ART EQUIPMENT ATTRACTS ALL MUSIC & RADIO LOVERS ON CAMPUS WHO USE IT FOR A REQUIRED OR WANT-BASED TURN ON THE AIRWAVES.

ECTV-40 HAS ITS OWN STUDIO RIGHT BEHIND THESE DOORS WHERE COLLEGE

INFORMATION AND CAMPUS ENTERTAIN MENT CAN REACH ANY LOCAL WITH A

REMOTE. THE CONTROL ROOM ALSO SITS

RIGHT ABOVE THE ETOWNIAN SPACE.

THE EDITING SUITES, PROVIDE ANOTHER AREA FOR STUDENTS, ESPECIALLY FOR THOSE WITHIN THE COLLEGE MEDIA OUTLETS, TO EFFICIENTLY EDIT ANY AUDIO OR VIDEO WITHOUT ANY DISRUPTIONS ON OUR UPDATED MAC AND ADOBE SYSTEMS.

NOTICE THE LACK OF WALLS? THE ENTIRE CENTER IS OPEN. NOT ONLY TO THOSE IN NEED OR WANT OF THE SPACE, BUT TO SUN-LIGHT!! WINDOWS WERE UNCOVERED AND WALLS WERE REMOVED TO LET THE LIGHT FROM THE SUN AND CREATIVITY FROM ALL THE STUDENTS IN THE CENTER, FLOW WITHOUT ANY DISRUPTIONS TO THEIR WORK OR PROGRESS WITHIN THE DEPARTMENT.



AND THERE YOU HAVE IT, THIS CENTER IS JUST A HIGHLIGHT, ONE OF THE MANY FEATURES WITHIN THE COMMUNICATIONS DEPARTMENT. WE HOPE FOR YOU CHECK IT OUT SOMETIME,

SO SCHEDULE A VISIT WITH THE ADMISSIONS OFFICE ANYTIME THROUGHOUT THE SCHOOL YEAR TO SEE THE MANY THINGS WE OFFER HERE IN THE COM’ DEPARTMENT.

AND WHETHER OR NOT COMMUNICATIONS IS IN YOUR FUTURE, WE TRULY HOPE FOR YOU TO BECOME A FUTURE BLUE JAY!!

