



UNIVERSITY OF NORTH TEXAS®

# Career Center

Career Readiness is Life Readiness

**Group Members:** Camryn Martin, Arturo Marquez, Manuel Mesa

## RESOURCES VIDEO

### Client

This project will be an informational social media video about the variety of resources offered to students by UNT's Career Center. We pitched the idea to the Director of the Career Ambassador Team, Eric Green, and he was excited about it. The office is looking to expand its social media presence to reach more students on campus. The majority of students engage with the office through Instagram, so our objective is to and a video like this can be helpful for them to inform the students about the resources they provide.

### Concept

The video will be a fun rundown of resources such as one-on-one career advising, resume and cover letter reviews, mock interviews, LinkedIn advising, and professional headshots.

### Style

It will be a fast-paced, dynamic video showing the resources with a main host who will walk around the office as he talks about the different resources. Our objective is to make the experience of visiting the Career Center fun and raising awareness of these resources that many students do not know they can access. The video will also have pop/contemporary music that will accentuate the dynamism of the video.

### Audience/platform

The video will be made as an Instagram reel to connect with the student body. College students use social media platforms like Instagram to follow different offices on campus to find out about events and resources. This video will raise awareness of the resources offered by the Career Center and kickstart a social media campaign for the office with different posts and videos of the events.

## Script

Video	Audio
FADE IN	(BACKGROUND MUSIC) Upbeat
WS of Manuel standing at the entrance of Sage Hall. Manuel starts walking toward the building	(MOC Manuel) My name is Manuel and I am a Career Ambassador at UNT's Career Center. Join me to see all of the resources that we have to offer.
CUT TO MS of Manuel in the front desk area	(MOC Manuel) We are located in the second floor of Sage Hall in suite 202
CUT TO B-roll of a Career Ambassador helping a student on the couch area	(VO) Here, you can receive one-on-one advising from Career Ambassadors for your job and internship search!
CUT TO MS of Manuel holding his hand up Graphic appears over his hand (Navigate Logo)	(VO) You can also schedule appointments with your Career Coach through the Navigate app.
CUT TO B-roll of Resume and Cover letter on a table	(VO) You can also have your resume and cover letter reviewed.
CUT TO B-roll of Career Ambassador interviewing a student on an interview suite	(VO) And we even have mock interview prep, so you can ace that interview and land that job!
CUT TO WS of Manuel with a DSLR camera taking a picture of a student. Graphic appears (picture of the student)	(MOC Manuel) The Career Center also offers free professional headshots! All you have to do is come with your best outfit and boom! It's done!

<p>CUT TO B-roll of the upcoming STEM career fair</p> <p>CUT TO MS of Manuel back in the front desk area</p> <p>FADE TO Career Center Logo</p>	<p>(MOC Manuel) Also, don't miss out on any of our career fairs and networking events where you can meet employers and connect with people in the industry.</p> <p>(MOC Manuel) And the best part, all of our services are for free and for life! At the Career Center, we believe that career readiness is life readiness, and we are dedicated to helping students reach their career goals. Come to the Career Center today and start your path to success now!</p> <p>BACKGROUND MUSIC FADE OUT</p>
------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## Schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	2/12	2/13 Project Breakdown	2/14	2/15 9am-11am Filming	2/16	2/17
2/18	2/19	2/20 9am-11am First editing day	2/21	2/22 9am First Cut 1pm-4pm Optional Reshoot	2/23	2/24
2/25	2/26	2/27 9am-11am Second editing day	2/28	2/29 Final Cut		

### Thursday, Feb 15:

- 9:00 am-9:15 am: Equipment pickup and walking to the location.
- 9:15 am-9:30 am: Filming introduction at the front desk and waiting area.
- 9:30 am-10:00 am: Filming in the interview suite.
- 10:00 am-10:25 am: Filming in the couch area.

- 10:25 am-10:50 am: Filming in the photo booth area.

#### Tuesday, Feb 20:

- 9:00 am-10:50 am: Meeting at the Media Arts building for the first group editing session.

#### Thursday, Feb 22:

- 9:00 am: First cut screening.
- 1:00 pm-4:00 pm: Optional reshoot day.

#### Tuesday, Feb 27:

- 9:00 am-10:50am: Meeting at the Media Arts building for the second group editing session.

#### Thursday, Feb 29:

- 9:00 am: Final cut screening

### **Equipment**

- Camera: iPhone 12
- Smartphone vlog kit
  - Tripod
  - Shotgun microphone
  - 2 Wired Lavalier microphones
  - Portable LED light
  - Adapter: 1/8 inch jack to lightning connector
- Smartphone gimbal

### **Crew**

- Writer: Manuel Mesa
  - In charge of writing the two-column script and discussing the script with Mr. Green for approval.
- Director: Arturo Marquez
  - In charge of making the creative decisions on set for the direction of talent and effective use of the different spaces
- Videography: Camryn Martin
  - In charge of handling equipment on set and communicating with the director for quality of storytelling and shot composition
- Post-production: Manuel Mesa, Arturo Marquez, Camryn Martin
  - Group editing sessions. Everyone in the crew will work on the post-production in the same physical space.

### **Locations**

The video will be shot inside the Career Center office where the different resources are offered. This includes the front desk area (Fig 1.1), the interview/one-on-one appointment suites (Fig 1.2), an open couch area (Fig 1.3), and the dedicated space where professional headshots are taken (Fig 1.4). Mr. Green agreed to let the crew access the space to film the project and use different resources such as camera props and lighting equipment.



**1.1 Front Desk**



**1.2 Interview Suites**



**1.3 Open Couch Area**



**1.4 Headshot Booth**

## **Transportation**

Sage Hall is located in front of the Media Arts building so transportation will not be needed. We are making production a simple process and are using equipment that will be easy to carry.

## **Props**

- Printed resume samples
- Printed cover letter samples
- Laptop
- Studio lights and softbox
- DSLR Camera

## **On-Air Talent/Interviews**

- Manuel Mesa: He is a Career Ambassador at the Career Center and will be the host who will present the resources on camera and interview the rest of the subjects.

- Arturo Marquez: He will act as a student needing a professional headshot by the Career Center.

### **Research/Footage Gathering**

Most of the footage for the project will be gathered during the scheduled filming days. In case there is a need for graphics and/or extra images, they will be gathered during the scheduled group editing sessions or the optional reshoot session.

### **VO recording/Music**

The audio by the host will be recorded live during filming. The voiceover will be captured on set with the vlog kit equipment as well for consistency. Music will be chosen with the consent of the crew members during the group editing session on Feb. 20.

### **Post-production**

The footage will be transferred to a computer and edited in Adobe Premiere Pro. Audio will be edited in Adobe Audition for clarity and then transferred to Premiere Pro. Color correction and graphic creation will also be performed in Premiere Pro. Throughout the editing process, there will be multiple backups in different hard drives, as well as the device where editing will take place.

### **Delivery format**

After the first cut is finished, it will be presented to Eric Green for feedback and possible changes. Once changes have been made, there will be a second screening for approval before the video is posted on Instagram as a reel and shared on the stories to maximize the reach to the student population.

### **Backup Plan**

We have reshoot dates scheduled in case we need extra footage or we need to replace segments of the video. This data can also be used for capturing optional voice over. This will happen on Thursday, Feb. 22 from 1:00 am-4:00 pm.