



Group Members: Jayden Tucker, Thomas Smith, and Manuel Mesa

Truth or Dare: UNT Edition

Client

This short video will be created for a social media influencer whose main platform is either Instagram or YouTube. It is a simple, yet interactive idea to make content related to UNT and its students. Our objective is to have (family friendly) fun challenges and questions that will keep viewers engaged and watch the full short as students answer/perform what they are prompted.

Concept

Our crew will walk around the UNT campus asking people to participate in a family friendly truth or dare challenge. Depending on their choice, they will draw a random prompt from a bag including either 5 truths or 5 dares. They will answer or perform the prompt if they feel comfortable or have the choice to draw another option. We will gather footage from about 5 or 6 people and pick the best clips to create the video.

Style

The video will be a short-form, fast-paced video to keep the viewers engaged. The idea is to alternate between the participants drawing an option from the bag, reacting to what they draw, and then answering the question or performing the challenge they are prompted to do. The video will include captions to make it more engaging and to keep people watching if they do not have sound enabled.

Audience/Platform

The audience will be UNT students between 17 and 24 years of age who are interested in fun things happening at the university and who use Instagram Reels or YouTube shorts.

Script

Video	Audio
FADE IN WS of Jayden standing at the library mall at UNT. Library and fountains in the background.	(BACKGROUND MUSIC FADE IN) (MOC Jayden) Hey everyone, I'm Jayden and today we're going to be challenging UNT students to a truth or dare!
CUT TO MS of Jayden standing next to the first participant.	(MOC Jayden) What's your name? (Participant) My name is ____ (Jayden) Truth or Dare? (Participant picks truth or dare)
ZOOM IN to capture the questions drawn by the participant	(Participant's reaction)
CUT TO MS of Jayden	(MOC Jayden) Do you accept? (Participant) Yes/No
CUT TO MS of participant answering the truth or participant performing the dare	(Participant's reaction to the truth or dare)
REPEAT PROCESS WITH OTHER PARTICIPANTS	

Schedule

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3/17	3/18	3/19 Shooting day 9:30am-11:50am	3/20	3/21 1st Editing day <u>Optional reshoot day</u>	3/22	2/23
3/24	3/25	3/26 1st Cut 2nd Editing day	3/27	3/28 Final Cut	3/29	3/30

Equipment

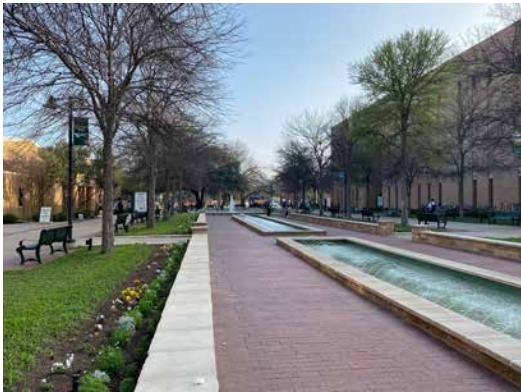
- iPhone Camera
- Vlog Kit
 - Wired lavalier microphones
 - Phone tripod
- Second iPhone to record audio
- DJI gimbal

Crew

- Jayden Tucker: Interviewer and audio recordist
- Thomas Smith: Camera (Gimbal) operator
- Manuel Mesa: Editor

We intend to include random people around campus to participate in the video. However, we will have 2 or 3 backup participants that we will include in the video in case we do not find people interested in being part of the video.

Locations



UNT Library Mall



Scrappy Statue



Plaza outside of the Arts Building



University Union, 2nd Floor

Transportation

We will be walking around campus to find people and transportation will not be needed since we are using light-weight equipment.

Props

- 5 slips of paper with “truth” questions
- 5 slips of paper with “dare” prompts
- 2 paper labeled paper bags

On-Air Talent/Interviews

Jayden Tucker will be the main talent on screen and will engage with the participants on the street. We are planning on interviewing between 5 and 6 people that we find at the pre-planned locations.

Research/Footage Gathering

All the footage will be gathered on Tuesday, March 19th, during our scheduled shooting time. This will include the introduction of the video and the interviews with students.

VO Recording/Music

The audio will be recorded live with the vlog kit microphones and the second iPhone using the voice memos app. If something goes wrong with the microphones, we will also have the scratch audio from the main iPhone's camera. The music will be chosen collectively with the crew during the scheduled editing day on Thursday, March 21st. We will use UNT's music library for royalty free music that we can post on social media.

Post-Production

The video will be edited using Premiere Pro to have flexibility and expanded range of options to create a dynamic final product. The captions and color correction will also be created using Premiere Pro. The audio will be polished for clarity using Adobe Audition.

Delivery Format

There will be a first screening where our crew will receive feedback on how to improve the video's pace and dynamics. The video's final destination will be either Instagram Reels or YouTube shorts.

Backup Plan

In case we cannot find participants, we will have people lined up that are already willing to participate. Alternatively, if our crew finds that people are not answering well to the different prompts and questions, we can change the premise of the video with another one of our group proposals based on asking people about the Mandela effect and what they think about it. This premise would be similar and would utilize the same equipment as the original idea.