Spring 2016 Video Production

Introduction:

The job of a video producer is to vision and script the story in every event or scenario. Being the video producer for the Office for Sustainability requires me to do just that, but with a few more specific goals. With being apart of the OfS, means that I share a common goal with my fellow coworkers, and that is “to improve the quality of life for all.” With this core value, it becomes essential to reflect it in all video pieces and vignettes. The job of the video producer at the OfS is to share and communicate the most important, contemporary, and necessary topics and ideas of sustainability in Kalamazoo to the community and the rest of the planet. The video production that has taken place over the last semester has been able to deliver the Wesustain Internship project through a minute long video, document and take part in large-scale events, and put in the pre-production work for the summer semester.

Methods and Results:

The Spring 2016 semester was a brilliant time to develop more production skills with making the Wesustain Internship video. The video came out to a minute and was exported containing footage that has been recorded over the past year and a half, to be able to give a solid overview about what activities, skills, and communication will be built from partaking in such an internship. The production process took me to a lot of different locations and events over the last 1.5 years, to be able to gain all the footage necessary. From shooting indoors and outdoors, to controlling lighting, to further developing V.O. production, the grand results was a well confined video giving great information to an amazing opportunity for students on campus and in the community. Along with very uniformed videos I shot a few large-scale events and was able to gain more experience working with and recording the OfS guest speaker Eric Freed and the Director of the OfS Dr. Harold Glasser. Large-scale production is neat in the sense that there is only one chance to shoot something, so lighting, focusing, and priming the cameras needs to be set up in advanced with strong predictions of how the event will run. The idea of large-scale projects and the amount of necessary production that is needed to be done is very interesting and with further development will make it very important for our future long-form videos that will be produced this summer. The current pre-production that is being worked on is to make videos fully grasping sustainability in the Kalamazoo community, how the OfS plays a part, and the future of our sustainable culture. Idea development and scripting will be the predominant first step in making a powerful video.

Pictures:
Commentary, Reflection, and Next Steps:

The next steps for video production is to continue on with making videos. That’s a very broad statement, but with the state of the OfS being a hub for sustainable thinking in Kalamazoo, it’s imperative to continue to produce, document, and distribute. The future projects that will be produced will be centralized around the core idea of sustainability in Kalamazoo, it’s going to be a longer piece that will require a large amount of resources. The goal will be to go to locations throughout town and get a testimonials and vignettes of sustainable businesses and preachers in the area to develop their ideas in a way that is relatable to the common community member. With grand hopes to increase the initiative for people to understand and envelop sustainability in their lives. A way to reach this goal faster, would be to gain another video producer at the OfS. To have the ability to share ideas and work on projects faster would only lead to the logical conclusion of increasing productivity for video at the office. With every video completed, we gain more and more recognition for the students and all of their sustainable projects being promoted. “Video is worth 1.8 million words” (McQuivey, 2008), the importance is clear that by having production in the business place will be able to promote the ideas and understanding to a vast audience and benefit greatly, especially in terms of the OfS, where the main goal is to spread the word and gratitude of sustainability.

References