

PROGRAM NEEDS ANALYSIS

MATT & MIKE VIDEO PRODUCTIONS

PRODUCTION NUMBER PP-5

DATE APRIL 13, 2010

WORKING TITLE PACE MEDIA AND COMMUNICATIONS

SUBJECT MEDIA AND COMMUNICATIONS DEPARTMENT PROMO VIDEO

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BENEFITS/IMPACT

When completed, it will be used as a promotional video for the Media & Communications department.

The Media & Communications department has the potential to market itself as leading media and production studies program by displaying its state of the art facilities and hands on instruction.

I. Problem

The Media & Communications' facilities are not marketed to the extent that positions the program as a leader in the industry.

Not all exposure of the Media & Communications Lab reaches the intended audiences.

II. Audience

Primary: Prospective Students

Secondary: Current Students, Faculty, & Staff
Industry Professionals
Prospective Employers

III. Objectives

Having viewed the proposed video, audience members will

- Learn more about the Media & Communications Program.
- View the entire media production lab.
- See the equipment that students have the opportunity to work with.
- Observe student interaction in production.

IV. Strategy

The strategy is to create a video that is fast paced, high tech, and cutting edge. This energetic format will peak the interest of the audience and establish the program as a leader in their minds.

V. Content

The Media & Communications promotional video showcases the production process and how the lab is suited to host all areas of production. As students meet around the conference table the pre-production planning stage is displayed as they review storyboards and look over PNAs. Pre-production leads to the equipment room that holds the latest video production equipment which students have the opportunity to use. The equipment is then transported to the sound stage where students are working together in production. Using the camera dolly, jib, Steadicam, and sound equipment students have their hands in all areas of production and work together to produce a video piece. This leads to the post-production process in which student work on both Avid and Final Cut Studio systems to edit their projects. Each of the editing suites is showcased along with the audio recording studio that is used for recording post-production audio. The production process is completed and the students view their projects in the screening room.

VI. Medium

Online: The video will be streamed over the Pace University website and on YouTube.

DVD: DVDs will be distributed to the admissions and enrollments departments including the Welcome Center to be used in their recruitment efforts.

Flash Drives: The video will be included on flash drives given to students at orientation.

VII. Concept (Treatment)

Video Treatment (Running Time – 00:10:00) NTSC
BACK TO THE E-TIME

Large, Bold words fly in from the left – *BACK TO THE E-TIME*. Exciting music. Title DISSOLVES and music FADES OUT. The CAMERA slowly ZOOMS IN as the picture FADES IN to a young man working at a desk. MIKEY, a new employee,

types on his keyboard. We see the E-time system on the computer monitor. Mikey clicks "REFRESH" and loses what he is working on. He punches the keyboard and puts his hand on his head in frustration. *"I'm never gonna get this."* Suddenly a gust of wind rushes through the window. The shades rattle and loose papers fly everywhere. Flashes of light reflect off of Mikey's face. We hear sparks and wild SFX. Mikey looks out the window to find a DeLorean hovering outside. His face turns from shock to fear as the door to the hovering car opens. Sitting in the driver seat is a Pace professor known as PROF. He wears a long, white coat and has gray hair that is sticking up everywhere. Mikey's expression turns from fear to excitement. *"Hey Prof! I didn't know you could fly!"* Prof responds *"Mikey, there's a huge problem! It's about your E-time! You must come with me to the future!"* The car turns around outside and the passenger door opens. Mikey climbs through the window and gets in the car. The CAMERA ZOOMS through the open window as the car flies off. Sparks form around the car and it disappears in an explosion. Picture FADES OUT. FADE IN to Prof and Mikey squatting below a window. Prof points at the window and Mikey stretches his neck to peak inside. Sitting at a desk is FUTURE MIKEY. His clothes are a worn business suit and loose tie. His hair is messy and he has a mustache. The desk that he sits at is a complete mess. Paper and other trash cover the desk and floor. Future Mikey stands up to walk out, when suddenly, the phone rings. He reaches for the phone buried under papers and knocks a pile of papers off his desk. He frantically picks them up and hits his head on the desk as he gets up. Holding the top of his head, he grabs the phone. *"Yes Mr. Smith. I'll be right there."* Future Mikey fixes his tie and walks out the door. CUT TO Prof and Mikey outside. Prof points to another window and the two, crouching, sneak to the new location. Mikey stretches his neck again to peak inside. Mr. Smith sits at his desk. He wears a nice business suit and has slicked back hair. Everything is clean and organized. We hear a muffled knock. Mr. Smith: *"Come in."* The door opens to reveal Future Mikey. The CAMERA displays Prof and Mikey in the foreground, Mr. Smith in the middleground, and Future Mikey in the background, in deep focus. Future Mikey: *"You wanted to see me sir?"* Smith: *"Yes, come in Mikey. I know we have discussed this before, but you're still not getting your work in on time."* F. Mikey *"Sir I can explain. It's my E-time! It takes up so much time that I can't get anything else done."* Smith: *"I'm sorry but this isn't working out. You're fired!"* MS Mikey covering his eyes and looking away. Mikey to Prof: *"I've seen enough."* Prof: *No you haven't."* Prof and Mikey stay low and sneak off screen. The CAMERA stays on the window as Future Mikey leaves Mr. Smith's office. Flashes of light reflect off the building as we hear sparks and SFX. FADE OUT. FADE IN to Prof and Mikey sneaking quietly over to an open doorway. Prof points inside. Mikey peaks in to see a conference room with many chairs facing forward. There is a small crowd of people. To the right of the crowd is PAST MIKEY. Mikey looks back at Prof and in a whisper, *"This was my Pace orientation."* Prof: *"Yes, but this time, pay attention."* Prof gestures forward. Mikey looks in to see Past Mikey sleeping. Mikey slaps his forehead and shakes his head. HR REPRESENTATIVE walks toward the front of the conference room. *"Alright everyone, let's begin."* The lights dim as a screen moves down. A projector turns on. The CAMERA ZOOMS in until only the screen remains. HR Rep. narrates as E-Time video plays. The video displays a computer desktop and exactly how to use E-time. Narrator discusses logging in, layout, and how to enter hours. She stresses on how to save work. HR Rep: *"Even though you have untotalized data, you must*

save before you refresh. If you don't you will lose everything you were working on." The cursor moves and performs the actions as she speaks. *"The save function is on the toolbar at the top left. See how the dialogue box confirms that we have saved? Now we can refresh. Click on action and then refresh. Again, that's action and then refresh."* The cursor clicks on "ACTION" and "REFRESH." CUT TO Mikey shaking his head up and down. Mikey: *"Ohhh, now I get it."* Cut to screen displaying a new page. HR Rep: *"Now we have our totaled data. Once you review the hours you worked, all you have to do now is click on Approval on the bottom and then Approve. Again that's Approval and then Approve."* The cursor clicks on "APPROVAL" and "APPROVE." The HR Rep continues to speak in the background as the CAMERA CUTS TO Prof and Mikey. Prof to Mikey *"Let's go before anyone notices we're here."* Mikey shakes his head in approval and the two walk off screen. Flashes of light reflect off the wall as we hear sparks and SFX. FADE OUT. FADE IN Mikey climbing through window of present office. He brushes himself off and turns to window. Prof: *"Remember Mikey, always take the right steps when doing your E-time. Your future depends on it!"* Mikey: *"Thanks Prof! I will!"* Prof closes door and flies away in the DeLorean. Mikey's hair moves from the wind and flashes of light bounce off his face as we hear sparks and SFX. Mikey runs his hand through his hair and turns to his messy desk. He begins to clean up the mess when suddenly a gust of wind blows the papers. We see flashes of light and hear sparks and SFX. Mikey turns to the window to see a flying Pace bus. Exciting music begins to play. The door opens and we see Prof dressed in different clothes sitting in the driver seat. Mikey: *"Prof what are you doing here? You just left!"* Prof: *"Mikey, you have to come back with me. It's about E-time"* Mikey: *"But I know how to use it now. I don't have any more problems."* Prof: *"Not you Mikey. You're kids!"* Mikey: *"My kids?!"* Prof: *"Yes! And something horrible has happened because they never learned E-time like you did. You must come back with me! Back to the E-time!"* Mikey sighs in a comical fashion and climbs through the window. The CAMERA follows the bus through the window as the door closes. The volume of the exciting music rises. The Bus flies away and in an explosion disappears. As the sparks fly from the explosion the words *BACK TO THE E-TIME* quickly zoom in. FADE OUT. FADE IN credits. Music continues to play as credits roll. Music FADES OUT as last credit scrolls up. END.