Fall 2015 Video Production

Introduction:

The ideology of sustainability has been exponentially growing over the past decade. With the ability to be placed into any workplace, the idea of sustainability has been incorporated into the mindsets of community members, businesses, and schools, promoting smarter ways to go about everyday life. The Office for Sustainability of Western Michigan University has made an impact as a stable hub for sustainable practices for the Kalamazoo area. Leading programs, creating strong sustainable communities, and promoting numerous student run projects, the OoS serves a great purpose. With telecommunications only growing even more over the years, the idea of outreach and sharing ideas has been able to be done with a simple few taps of a smartphone, making the promotion of Sustainable practices even easier than before. Along with the simplicity of communications also comes the idea of being able to share better information in even stronger means, like through a video. With all of the amazing projects being proposed and practiced at the OoS, it becomes essential to be able to show the community of the WMU and Kalamazoo how students are revolutionizing the future of sustainability. By having a form of video production, the innovative ideas of the student projects, may be put into a common form of communication that may reach mass audiences in a way that is simplistic, informative, and able to leave an impact. With all of the potential the OoS holds, it only makes sense to want to display it to the community in which it strives to only promote and help. Over the course of the Fall 2015 semester, lots of strong ideas were proposed and productions were started and completed.

Methods and Results:

The Fall 2015 semester kicked off right away with a documentary piece, set up through the OoS about a former longterm resident of the Gibbs Farm House, and her return to the present day farm. The piece took up a big duration of the semester through being able to perform research, search archives, and to go from production to post production. The finalized product was released early December 2015. Near the beginning of the semester, an outline of future projects was developed. The projects to be pursued next are videos expanding the outreach of the Wesustain Internship, The Student Sustainability Grant (SSG), Recycling, and a tour of the Office for Sustainability. Prior to the production of any video, the preproduction process of forming a script is what is needed first. Scripts were produced for the Wesustain Internship and SSG. The scripting process involves deeply researching the project that’s going to be produced, through interviews, and closed meetings, to be able to formulate a script that will easily explain all the points that need to elaborated upon into a convenient time duration. Generally, throughout the
semester there will be small spontaneous opportunities to grab footage for later projects, some this semester were: The Sustainable Student Cafe, The OfS Enrichment Video, Permamixer III, and a Campus Tour. When the time is available, all extra spontaneous projects have the potential to be their own.

Pictures:

Susan Baker Harrison
Life on the University Farm

Wesustain Internship

Commentary, Reflection, Steps:

With every video gain more and more 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. The main goal for the videos to come, is to have quicker turn around, make edits faster, get information for the scripts sooner. There are no shortages of astonishing projects that deserve documentation, just time. In the past, by planning carefully and thinking big picture of how shooting, editing, and marketing of the project will go, makes the flow and time to create the final product significantly easier. The following steps will be to continue to plan and write out future videos, adapt a strong understandings of the projects through the office, and potentially take in more student employees to expand their knowledge of video production, and to also help increase productivity and promote faster turn around on videos.

References