

soY creative PROJECT SCHEDULE

CODA



Scenarios where YAYAs are the pioneers of ambitions that launch exploration of uncharted territory and redefine the limits of an industry's footprint beyond their modern universe.

BIG IDEA RATIONALE

YAYAs are independent and make opportunities for themselves

YAYAs are the most influential demographic in terms of creating and following trends

THEME: MISSION CONTROL

CREATIVE TEAM UPDATES

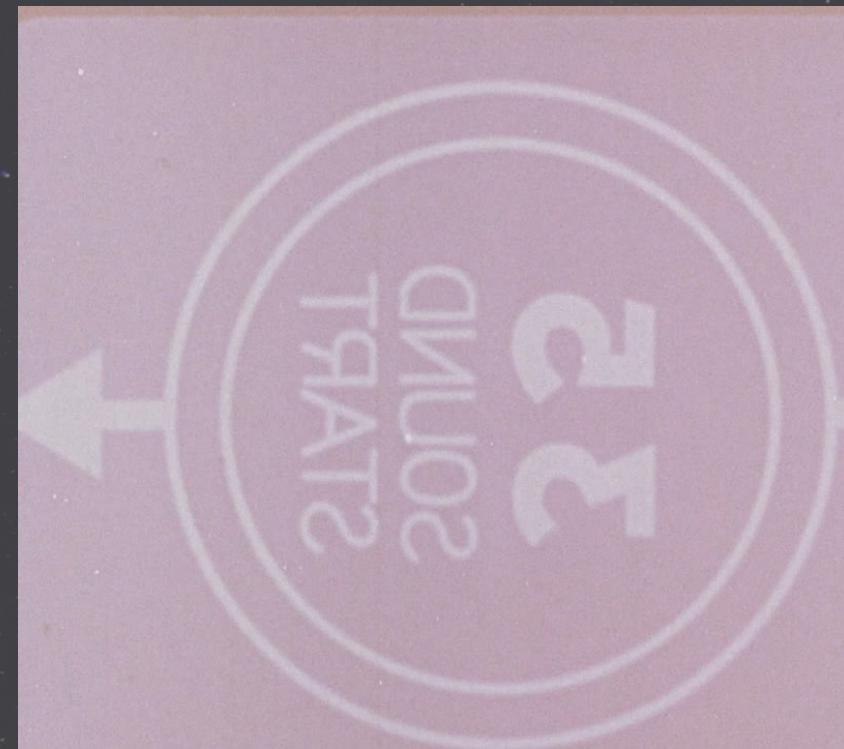
Mimi and Brooke visited the Laws Observatory on campus last Friday.

Our team watched 2001: A Space Odyssey last night!

We set up a meeting with Dylan Connell (MOJO Ad Alum and Public Affairs at NASA) for today at 1pm via Zoom. We came up with the following list of questions.

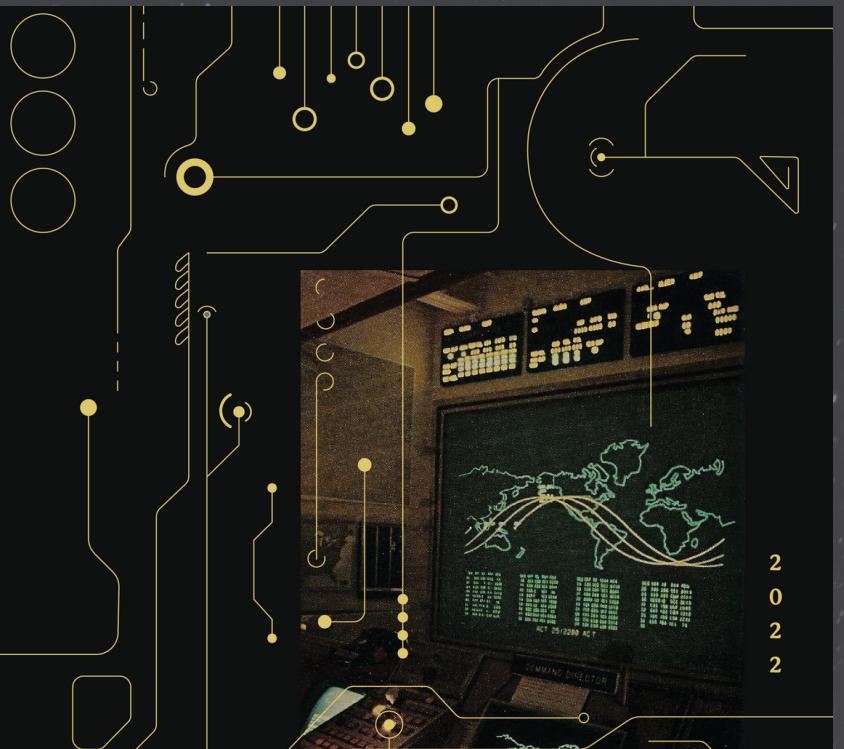
VIDEO STORYBOARD

1



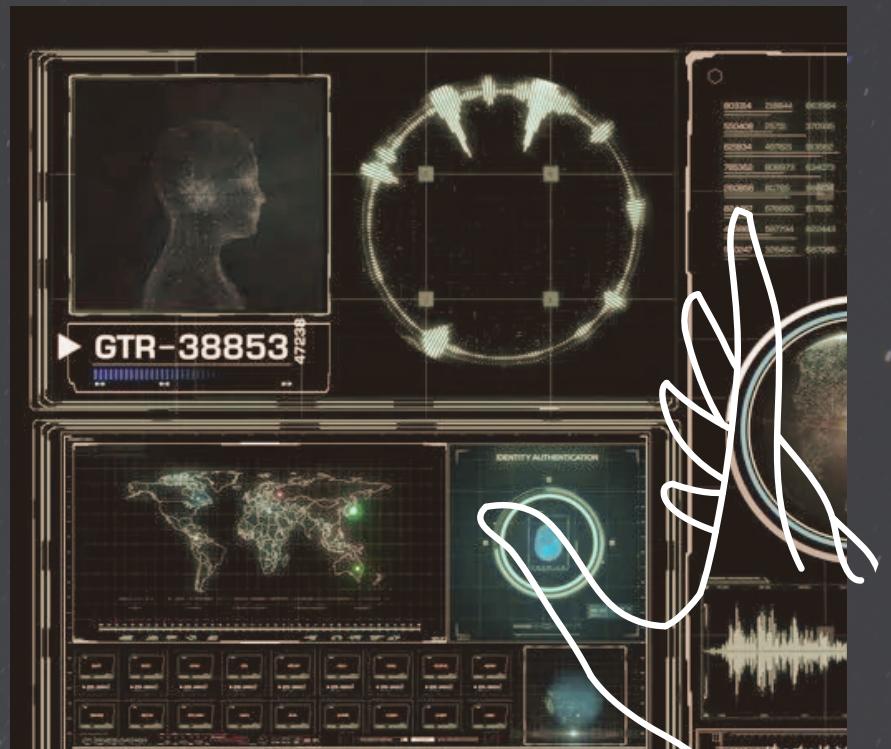
"Mission Control to Columbia."

2



"Repeat, this is Mission Control to Columbia"

3



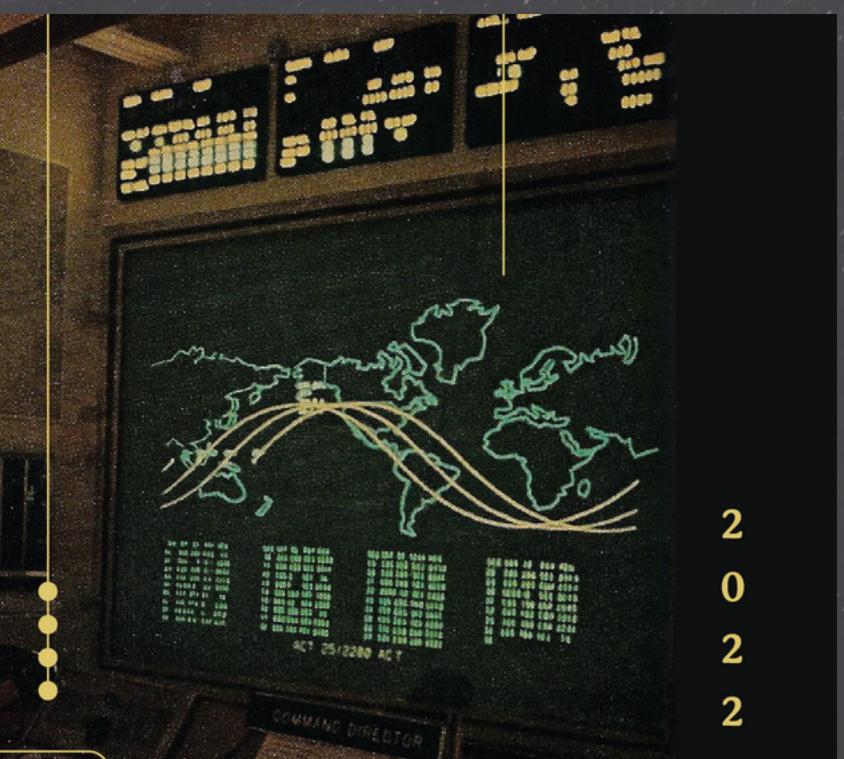
"CODA is preparing for takeoff. Over"

4



"Copy that."

5



"Route of Caerus looks clear. Over."

6



"Flight crew is in position. Team is ready for launch, over."

7



“Flight crew is in position. Team is ready for launch, over.”

8



“Image readings are coming back clear. We've got a clear line of sight to the target.”

9



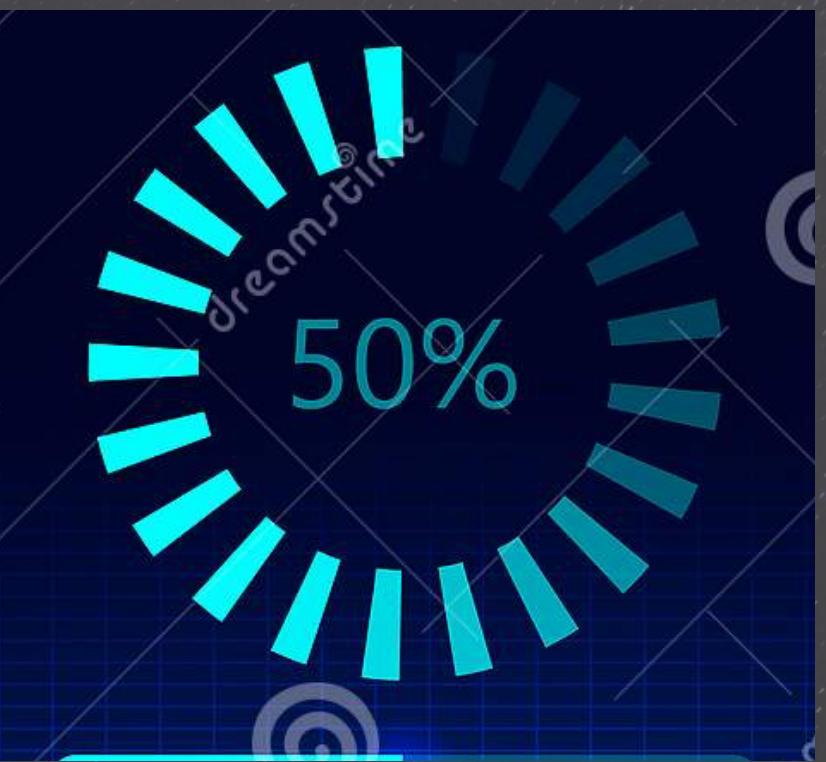
“Stop operations. All systems down. Repeat, all systems are down. CODAll can you hear me? We need an upgrade.”

10



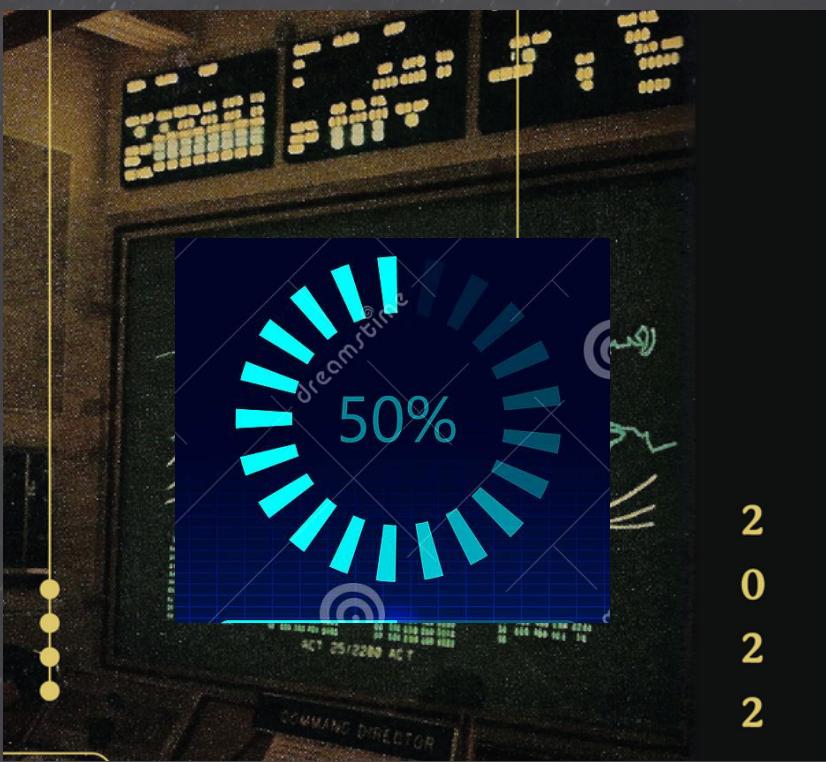
“Upgrade initiated. Should be 30 seconds until completion.”

11



“Perfect. Upgrade pending.”

12



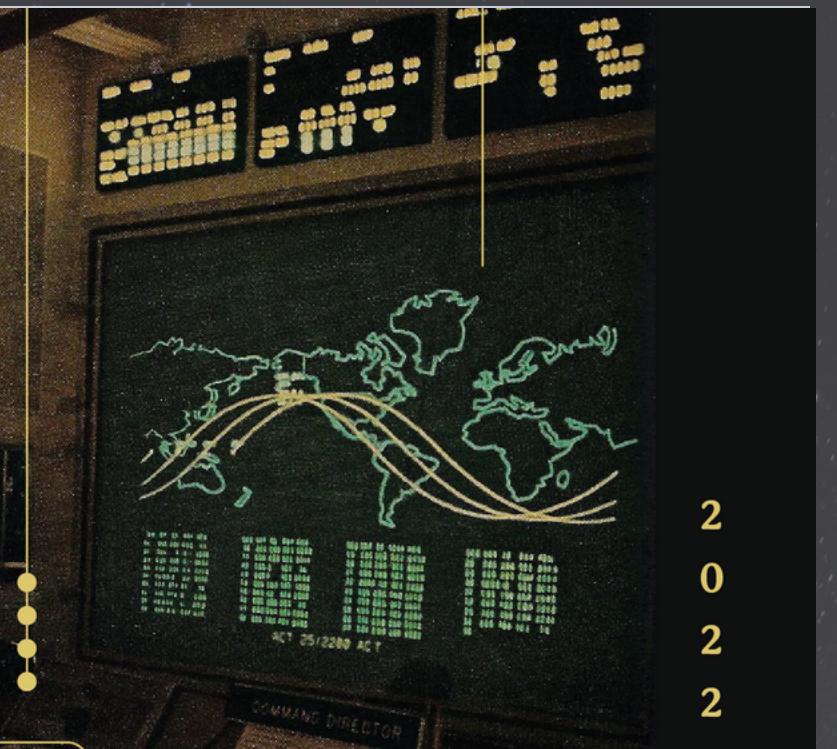
“Upgrade complete. Monitors look good.”

7



“All readings stable. Optimum status for launch, over.”

8



“Path (Columbia) to Careus (care-us) is a go. T-10 seconds.”

9



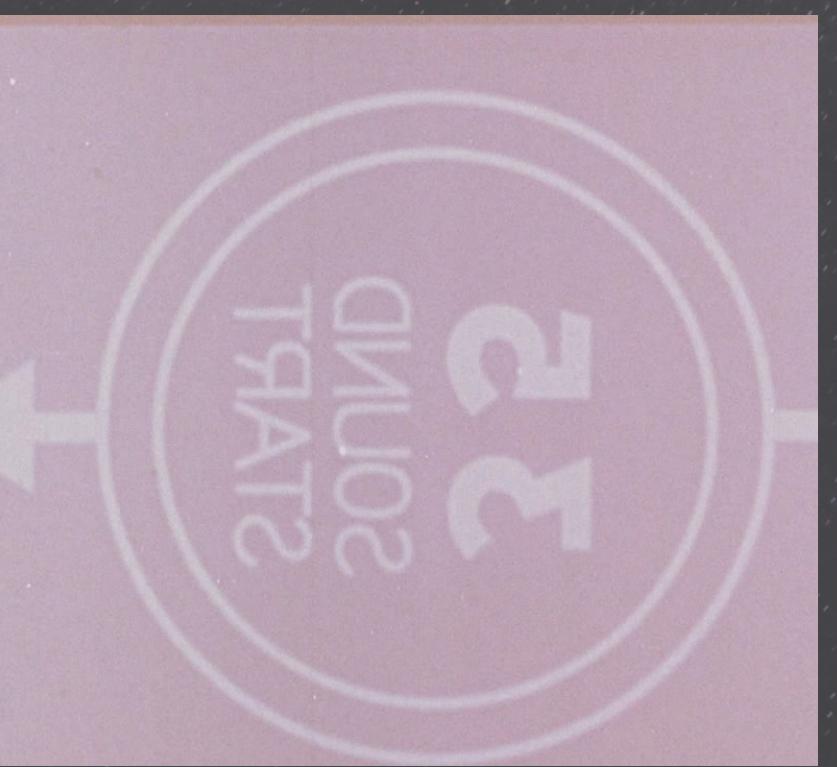
“Crew and craft in place. Mission Control, begin launch procedures.”

10



“Roger that. CODA11 is ready for blast off. Repeat, CODA11 is ready for blast off.”

11



“Off the ground in 5...4...3...”

12



“2...”

13



"1..."

14



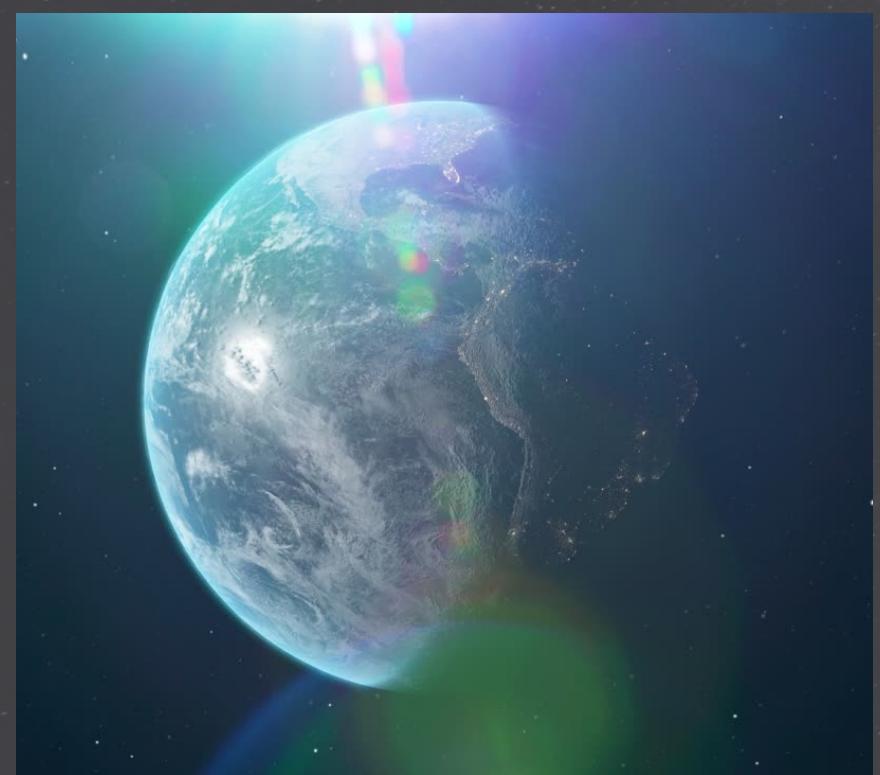
"Expedition Stellarium is a go,
folks!"

15



"Known for their unfazed exploration, daring
trendsetting, and stellar independence..."

16



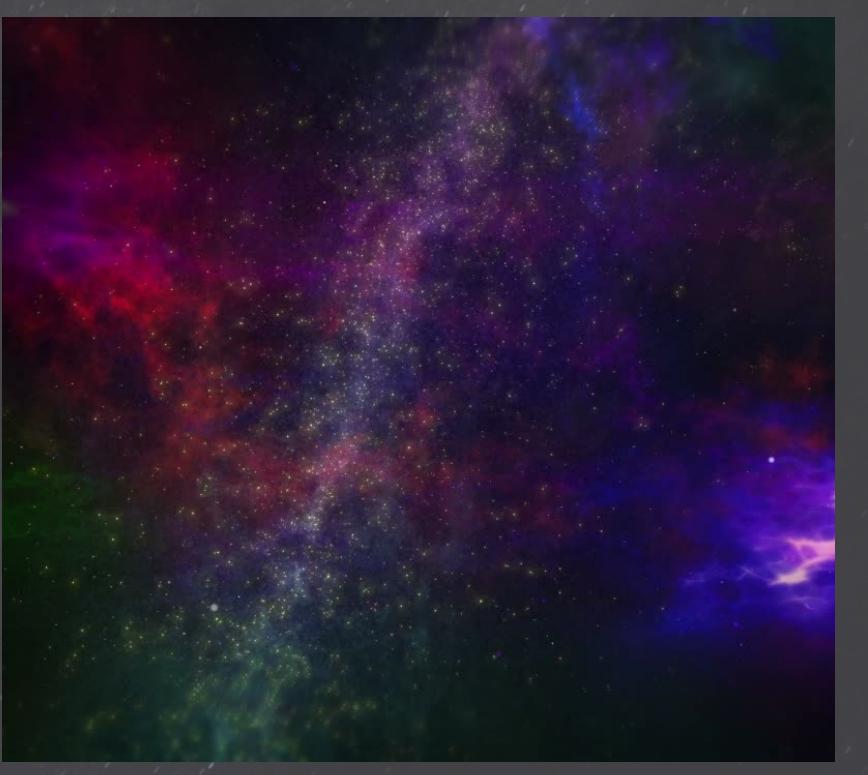
"they've transversed our galaxy..."

17



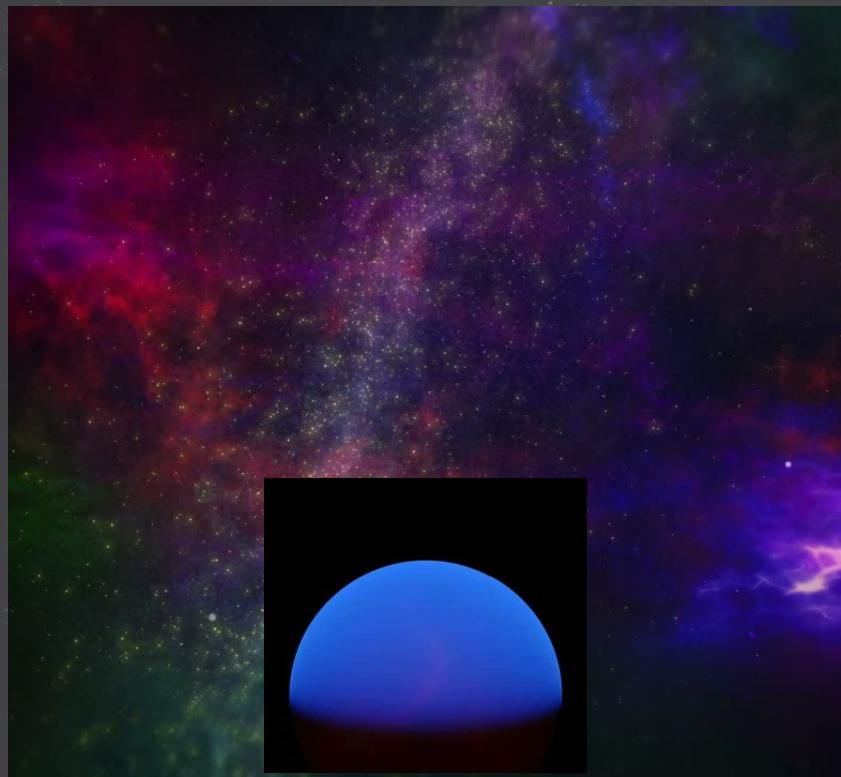
"through the stars..."

18



"and into an untouched realm where they can
perpetuate their modernized ideas and norms of
money, careers and the workplace."

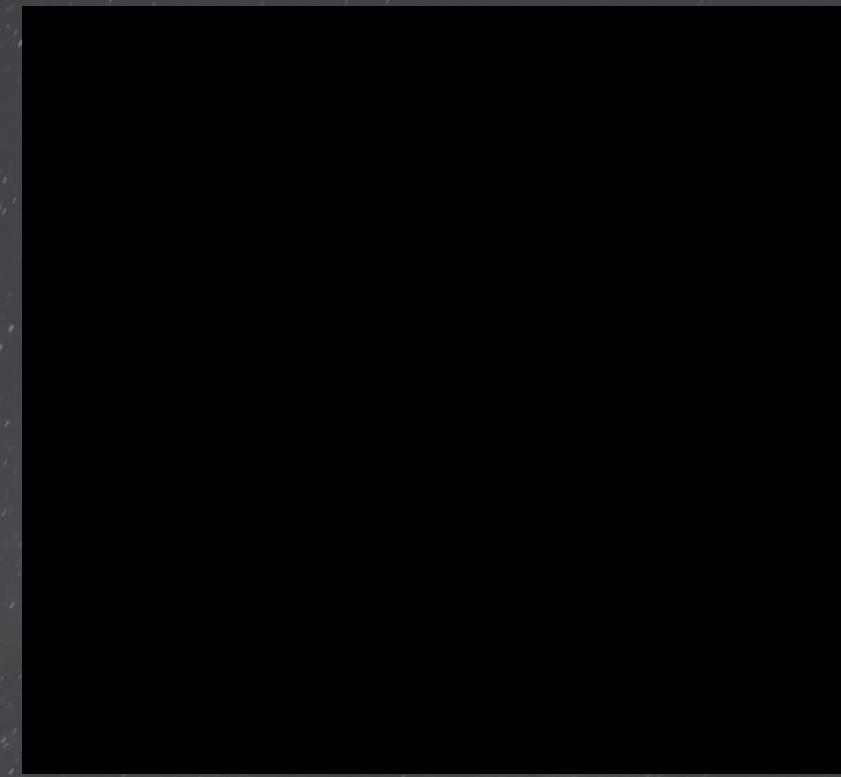
19



20



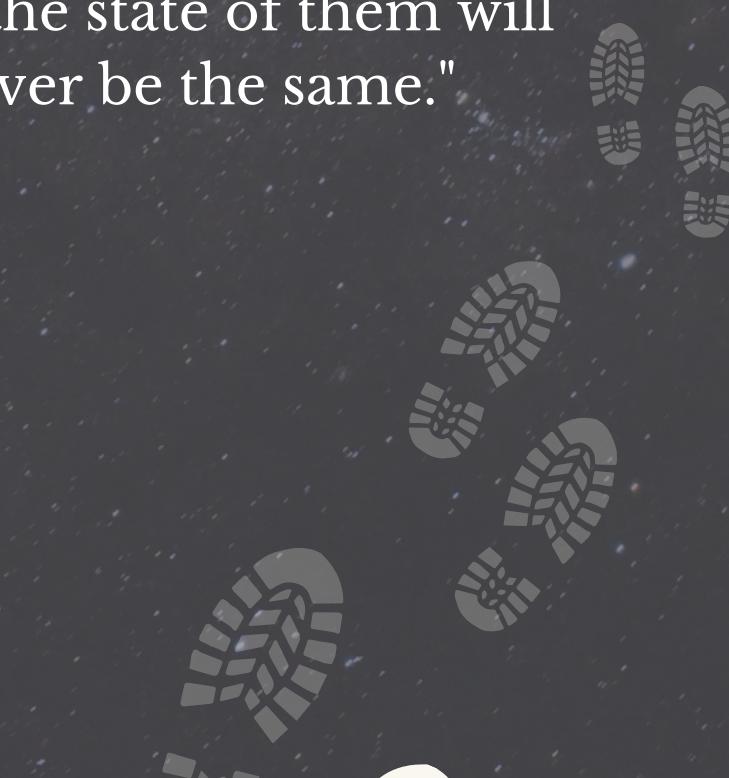
21



"In a universe outside of our own, YAYAs
are pioneering a new lifestyle when it
comes to money, work, and careers."

"And the state of them will
never be the same."

"Discover Stellarium."
"Launching May 4 at 9 a.m."



LOGISTICS

Locations

- St. Louis Science Center
- Rock Bridge High School Observatory
- Engineering School - Aerospace Program
- Smith Forum
- KOMU
- Missouri State's Observatory

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- Spacesuits – for photoshoot
- Headset with microphone (gaming headset)
- White backdrop, lights, photojournalism studio in Lee Hills
- Canon DSLR, Phone, GoPro, 360
- Tripod, Gorillapod

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PRODUCTION SCHEDULE

TODAY

Meet with Dylan @ 1 p.m.

MARCH 4

Confirm cast from Coda

Contact film locations and finalize date

MARCH 6

Record b-roll not required from shoot
(NASA Image Gallery)

MARCH 7

Finalize and assign VO

Record VO

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MARCH 13

Photo/video shoot? TBD

MARCH 15

Photo/video shoot? TBD

MARCH 16

Complete first draft edit
(Team Workday)

MARCH 20

Finish second draft edit for review in class this week



THANK YOU
QUESTIONS?