## Requirement/Objective:

Create a promotional video clip for your project. This will emphasize your achievements and experience, plus will showcase your product, skills and highlight any challenges.

The video should be no longer than three minutes; the recommended duration is 30 seconds per student in the team. Each student does NOT have to have equal screen time but all must be represented. Minimum duration 30 seconds (1-2 team members), or one minute (3 or more team members).

## Audience:

1. Primary audience: Potential employers
2. Secondary audiences:
3. Parents (of the students involved, and parents considering WelTec for their offspring)
4. Current students – those considering completing the degree, and those about to start the project
5. Prospective students – secondary school age and older (returning adult learners)
6. Teachers and career guidance counsellors

## Intended delivery method:

The video clip will be submitted as the ‘Presentation’ element in the IT7351 ‘Project Assessment’ and marked accordingly (the same marking strategy as the web site or poster options). Videos that are approved by the Client, WelTec AND where the students have signed a model release, may be used by WelTec as part of their promotional media. Releases may be made directly to the media, directly to primary and secondary audiences (employers in particular), via a public-facing internet site, social media services (such as Facebook), You Tube, or equivalent.

As part of the model release, students should identify an email address to enable enquiries to be forwarded to them where applicable. This email address will not be released.

## Format:

Recommend .MP4 or .AVI files, 720 lines resolution. File name is your shortened project title and the year.

## Content:

The following content is required or recommended as stated. However, the implementation of this is largely open to the student team and may include a graphical presentation and/or a personal narrative. A newsreader style presentation is suggested, but other formats will suffice. Whilst a professional-looking appearance is recommended as your default, more creative presentations can also be very effective if you are inclined to create them.

The production of this video is expected to use around 15 hours of work per person, and the assessment expectations will reflect this level of work.

The first stage is to produce a script and a storyboard. These must be approved by the Client and Advisor. The Client will determine if their name and/or company name may be used, and must approve any images of them you intend to use. Approval must be in writing (the form page follows), and a full model release (attached) must be completed for any persons depicted in the images (photographic release follows). The Advisor will confirm the presentation proposed is likely to meet approval of the assessment panel.

The video must feature the following elements (in no particular order):

1. WelTec identity elements – as supplied (logos etc.)
2. Student names
3. Advisor name
4. Client company and contact name (ONLY if permitted by the client)
5. Year of project
6. Title of project
7. Aim or goal of project
8. Each team member personally presenting something (visually and/or audibly)

Be enthusiastic. Smile. Audiences will respond positively to you.

The video may feature the following elements:

1. Description of process / methodology
2. Description or demonstration of product
3. Greatest challenges
4. Greatest achievements
5. Elements of your analysis and design (complicated diagrams quickly convey technical achievement)
6. Images of the team whilst undertaking the project (genuine or staged)
7. Elements of fun and/or parody
8. You may choose another style of presentation – maybe as a training video, but note this has more limited appeal.

The video must not contain the following elements:

1. Copyrighted material (without an appropriate release approval)
2. Profanity, or such language or behaviour likely to bring yourselves, WelTec or the client into disrepute. Please consider elements of organisation reputation, the people, the services and products in this consideration.
3. Release of confidential information

Avoid using copyright music as FAIR USE (USA) doctrine is much more restrictive than you think, and in New Zealand (Fair Dealing) it is even tougher. Try to use only open source music if you need it. Freeplaymusic.com is a good resource in this regard.

## Typical video presentation:

Having established and approved the script and storyboard, assemble your materials and book the green screen (if provided in time, see Robert).

One example of a format could be: Stage set as a green screen, and ‘news broadcaster format.

1. Opening shot, WelTec banner, credits project name & year, student names, client name, advisor name. Fade-out.
2. Intro the students in person, then one-at-a-time:
   1. Explain the project goal – refer to background images
   2. Explain the project greatest challenges
   3. Explain the project greatest achievements – refer to background images
3. WelTec promo shot – Bachelor of IT banner, and WelTec contact details for more information. Fade-out.

Consider:

* Adding humour (parody often works) to make it more memorable.
* Using images as a slide show in the background (green screen substitution). Consider using photos of locations and facilities, as well a product images
* Movement of the actors, or movement in the backgrounds, are needed to create some visual engagement with the audience.
* Doing something completely wacky (theme the entire presentation) – **assuming your content is bracketed by shots 1 and 3 above.**
* Dress to impress – what impression do you want to make?

In your session film multiple takes of each of your performances. You can then extract the movies and then select/edit these into your movie. If you’re using a green screen then replace the green-screen with selected backgrounds (images, photos, diagrams etc.).

There are several free software packages that can handle green screen, VSCD seems to be the most liked. Irrespective of this, you can use any package you like, but you must be able to hand over an image file (so apple products can be a bit difficult.) There are many free video clip packages out there for Android, PCs etc.

Submission is on the day of your interview – give to Robert on a CD or pen drive. Include the email or authority from the client with the authorised script, and complete your model release forms (follows). If possible, bring a device capable of playing the movie into the interview.

# Photographic Release Form



I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Model)   
hereby give Wellington Institute of Technology (WelTec), or any third party acting on its behalf:

1. Permission to use, publish and/or copyright photographic portraits, pictures or video taken of me or including me in national and/or global marketing including but not limited to WelTec publications, brochures, advertising, billboards, and website.
2. Permission to examine, approve and release the completed product or products on my behalf.
3. Agree to release WelTec, or any third party acting on its behalf from any liability relating to the quality or appearance of the photographic portraits, pictures or video taken whether intentional or otherwise, including any claim for libel or invasion of privacy.
4. Agree that I have not been convicted of a violent crime in the last 10 years.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
(Model – please print name) have read the above model release prior to its execution and fully understand and agree to the terms outlined.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_

**If the model is not yet 18 years old, the child’s parent or guardian must sign this form**

Guardian/Parent (Print Name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Guardian Consent \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_

Course studied: Bachelor of IT, Course: IT7351 Project

Email Address (if you’d like the photographs emailed to you):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Do you have a modelling agent? YES /NO

**Marketing**

**Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# Logo Black white background

# MEDIA RELEASE SIGN OFF

|  |  |
| --- | --- |
| Job title |  |
| Client |  |
| Marketing contact | Kelly Moran |
| Please tick | |
| Client sign-off | Accept |
|  | Accept with changes |
|  | Re-proof |
|  | **Signed** ………………………….. **Date** ………………………….. |
| SIGN-OFF CHECK LIST – you are signing off that the below is accurate and appropriate: Correct details  Image appropriateness  **Note**: Once you have accepted and signed this document, you will not see the release until it has been published unless specified. | |

|  |  |
| --- | --- |
| WelTec sign-off | Disclaimer included Proof read |
|  | Image approval Web approved |
|  | **Signed** ………………………….. **Date** ………………………….. |
|  | **Signed** ………………………….. **Date** ………………………….. |