Client Exchange Log

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| Convo/Feedback Items | Action Taken |
|  | * Initial Client Meeting to determine scope, materials available, and deadlines. Rough drafted a storyboard through Mural as we discussed the message of the video. |
| Client - I spoke with my boss and she confirmed that this video is for internal use only | * Decided to incorporate the New Clip Segment that was submitted as part of the VCF Video, without digging into the copy write concerns I had expressed. |
| I have two more videos in. | * Set up a meeting to review and refine the storyboard based on the videos that were presented. |
|  | * First Cut of Video Presented |
| It's coming together!!! Really good first cut. I agree the transitions are a bit abrupt. I think having music underscoring the whole video (even the speaking portions) will help.  Honestly the intro and music choice...gave me chills especially with the imagery | * Piece being used was 11min so stretched out to cover the entire video * Decreased the volume on the videos |
| Script delivered for the DHS and VCF Transition piece. | * Organized the creative commons images, recorded audio, and put it together. * Created an Option 1 and Option 2 cut of the video presenting the original script and then a modified content presentation that better reflected what the video ask was. * Sent out Options. |
| I agree option 2 is the best option 1 is too preachy  For option 2 we need:   1. to include a title or deep quote at the start. Or do you think it's better without anything at the start? 2. The transition to John is still not smooth to me at the start...I’m not sure how to fix that (the other transitions were smooth.) 3. The graphic for the DHS components needs to be cleaned up a little but I like how it tied everything together. (since we aren't calling them out should we show all 11?) 4. The first picture for VCF (from their video, I don't like it since it comes off as a title slide) could we move the audio onto a different portion/image? 5. The music on the parts from the VCF video needs to be dulled a bit more...I could still hear it under our music 6. The video ending could we have the music fade to black...it ends abruptly | * + Included the quote provided, worked out well.   + Added more of lead-up to John’s video back so there was more still time.   + Transitioned and created the piece that client proposed.   + Replaced the intro slide with the image that they had as a part of it and re-created the title.   + Pointed out that since we did not have the original project file of the VCF video that I could not adjust the music they incorporated without also adjusting the audio that was merged in with it.   + Put the music fade back in that had originally been incorporated yet somehow had been removed. |
| I have to edit the DHS script...there are 8 component agencies...not 11. the source I used for the previous info was outdated. | * + Also re-recorded the audio to correct the number of agencies under DHS. |
|  | * + Second cut of video presented. |
| Additional Feedback from folks:   1. For your scripted portion the volume is a bit higher than the others, could it be reduced slightly? 2. Margery starts off really low then the volume picks up can that be fixed? | * + Reduced volume more to be better in line with the other recordings   + Divided the audio clip to increase just the one section, for some reasons doing it with keyframes was not working. |
| The quote needs to be on the pictures longer. I read fast but I couldn't catch it | * + Stretched the quote over the first three videos and adjusted all of it to take 10sec instead of the 6 it was. |
| For the VCF should we include something that ties it to the close...honored to assist the victims...etc.? | * + Re-scanned the video and pointed out that there was not any of that information in the VCF video, and that it would throw off the flow to have me chime in. Suggested including another video if we could get it. |
| Feedback from others – Love it, no edits needed. |  |
| More feedback from others –   1. The background music was a bit loud, so is there a way to reduce it slightly. 2. Felt that Margie was a bit rushed at first...when she started speaking (could we slow her down in that section?) 3. And that there was no VCF connection back to IBM...so Don is recording a blurb to go at the 4:30 mark before we start to close out with Margie and John | * + Adjusted the volume at the very beginning to turn it down, since that was what was isolated as the biggest concern.   + Attempted to slow the speaking speed for the sections but resulted in an offset of facial/mouth movement. Showed client to see if they were ok with it (figured they wouldn’t be) and it was determined to leave it alone.   + Added the additional video in. |
| 1. Could the titles stay on folks a bit longer (3 more seconds)? 2. Need to label your voice | * + Made it so all titles were 10sec long and had a black background   + Added a label to the anonymous narrator. |
|  | * + Final cut of video presented |
| Looks great! We are done. |  |