ARIZONA STATE UNIVERSITY

EDT 180
Expression Module Project Plan Template

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Description

I am enrolled in the Hugh Downs School of Communications in order to complete my Bachelor's of Science Degree in Communications at Arizona State University. My goal has led me down several paths including the Business and Film Studies world. After obtaining my Associate of Science Degree in Global Business in California and relocating east coast to North Carolina post Covid-19, I have been in continual pursuit of completing my degree to the Masters level. I am interested in the field of Communications and Film in order to reach a Global Audience via Social Media technology concerning modern day topics of interest. These interests for me include: Global Climate Change and Environmental Studies, along with a Positive Reinforcement within the new age of Social Media Influence and Advancing Global Environmental Technologies. To share in my vision for the future, I will be creating an environmental pictorial video to campaign for myself and promote my cause.

Project Medium (Multimedia)

A promotional and/or campaign video is a great way to introduce yourself and your cause by reaching a large audience in a relatively short amount of time. Most people are visual learners and contemplators so by utilizing a display of clear, crisp, photos along with concise video content will help to draw and keep the audience's attention as well as promoting a message.

For my project medium I have chosen Microsoft's Video Editor. I love this technology because it links up with easy access to several web browsers including: Google chrome, Microsoft explorer, Youtube and Mozilla foxfire. The Video editor includes several special features to help me create my own storyboard and project library. I have the opportunity to customize my own audio as well as

background music. I can insert any additional videos and photos of my choosing, as well as change my video's duration segment by segment. The Microsoft Video Editor also includes features which allow me to use several integrated artistic technologies that include 3D effects, filters, and motion picture graphics design.

Potential Benefits of Multimedia

Creating videos is a great digital tool. With videos I can reach a wide array of mediums including a domestic and global audience. My major is Communications and I plan to expound on this within the world of Social and Digital Media Technology to create a visionary and artistic new world of art for change. This also includes the film and television media which is vital to fantastic videos and campaigning tools. I personally really enjoy using content videos as an artistic way to represent myself along with any visionary campaigning of my choosing. I can use my videos to help me gain a following and connect with others throughout social media technology. Youtube is especially one of my favorites as it allows me to create my own personal channel and create that global online audience and even live online experience. I have the luxury to modify and change as well as present the videos of my choosing while creating my visionary campaign. These tools help me to integrate and join along with others for comments, discussions, including hashtags links to other artists who share the same vision throughout the social media world.

Potential Challenges of Multimedia

I believe that some of the potential challenges of multimedia is making sure to create engaging and exciting videos and content. With all that is present today in regards to social media along with so many other forms of digital technology, holding your audience's attention span is vital. Another potential challenge is to constantly be in a state of creating new content and evolving yourself with already present content. In the film industry when someone's popularity or "star" status starts to die down they literally have a term for it called "going cold." Well the same is true concerning content especially in the forms of social media such as: Facebook, Instagram, Twitter, Snapchat, and even Youtube. For me it is not so much a lack of desire to understand and learn more about the different multimedia technologies but it's the time issue that must be overcome.

I know for me it has been a challenge to try to integrate the art and to create the video content for campaigning due to time constraints with full time work and school. Also to make sure that my content is original and not a sudo copy or a piece for the masses as I put it meaning doing what everyone else is doing when it comes to creating art, film, and videos. Creation of an artistic voice

is top priority on my list going forward into the year 2022. This has been a key frustration that I am challenging myself to overcome in the next few months. It's not so much a technology, passionate desire, or visionary ideal that I am short of but it all comes down to prioritizing and time management and staying ahead of the curve. So I plan to develop a time frame and set aside a few hours each week to explore and create new and insightful art, film, writing, and video content without any distractions or restrictions. In doing this I am challenging myself to remain true to my passions and not let the overload and workload of life cause me to "go cold" on my visionary plans and creative ideas.

Draft / Completed Project Outline (or storyboard)

Wave of the Future- To create a unified and reignite a spark of passion for nature, animals, the environment, and our planet. To showcase a series of moving and beautiful photos along with a call to action towards creating a healthy and more sustainable planet. Through recycling, water conservation, and by reducing waste we can help slow down and even reverse the effects of global climate change. The desire to get everyone on board for conservation and to create a global vision for a new world "now" and for our future generations to come. Excellent and exotic video content through multimedia can reach my campaign and spread it to the masses. It's a call to nature in order to thrive, to flourish, and to replenish ourselves, our animals, our world.

Artist Statement

I have chosen to create a visually stunning and appealing content video through Microsoft's Video Editor to redevelop and reignite the passion designed with the vision of caring for our world with an understanding about the benefits by taking a call to action to help reduce global climate change. Through the presence of social media and by utilizing the medium of video technology, I wish to engage and interact with my audience to create a sense of empathy along with the passionate call of the wild to promote a future world without global warming.

My video content titled, "Wave of the Future" is a brief, yet powerful contemplative summary of what beauty exists on our planet in the form of our oceans, forests, wildlife, humans, and nature. To powerful and visually stress the importance of maintaining a healthy and sustainable planet is key to human and animal survival alike. The idea is not to showcase all the worst-case scenarios that are present due to our current global crisis but rather to evoke a sense of natural beauty with

eloquent surroundings. It is in this context in which I believe I can evoke in my audience the desire to change towards their current stance concerning global climate awareness.

The power behind art, writing, film, and video content along with the medium of multimedia technology especially in the format of social media can be the most profound and amazing format to reach the global audience. We are all affected by global climate change. Our planet is in crisis, and this is due to human evolution. It is not so much that I expect to move others through the traditional sense of viewing tragic photos and events of mass poverty and diseases, along with pollution, and the death of nature, or even wild forest fires. That is a case that has proven to have fallen on deaf ears and blind eyes. But rather, I wish to evoke a sense of passion and the beauty of our world by developing empathy and the desire to care for animals, nature, and our fellow humans in a thriving and loving environment that we all can relate to and wistfully desire.

Additional comments (optional)

In my experience with working with videos as a visual medium, I have come to the conclusion that time is of the essence. While it is important to relay a message and to capture the attention of the audience, I believe it is equally important to retain and reclaim that attention by not introducing over dramatization or lack of interesting content which can bore the viewers and lose their sense of urgency and interest. In the midst of all the distractions in our modern world multiplied by all of the multimedia which is present especially in the form of social media. It can be a doggy dog world of competition in order to gain and keep your audience's attention. That is why a powerful, swift, articulate, and creative message is necessary in order to see an artistic vision through to completion.

Sources of Information

N/A -all sources and content are self created and left for artistic interpretation.