

YEAR PLAN

Director of Photography

Noha Loy and David Yap

McMaster Science Society

2024-2025

(submitted August 31, 2024)

MCMASTER
SCIENCE
SOCIETY





2024-2025 Year Plan

Letter from the Directors of Photography:

Hey McMaster Science students! Our names are Noha Loy and David Yap, your Directors of Photography for the MSS this 2024-2025 school year. We are very excited to capture and showcase what McMaster Science is all about. Through our positions, we hope to display what science is like at McMaster through showcasing the various student population and events we have to offer!

Last year, Ella, Noha, and Tyler hosted the Photography x Cinematography Workshop, and created many videos to showcase McMaster Science. Their projects fostered a greater sense of the diverse community in the faculty, which we hope to continue and expand upon while creating ideas for new initiatives.

Firstly, we aim to continue on-going event photography. We will be attending the big events that MSS hosts to provide images of each event and showcase them through our social media platforms. We aim to hold at least one photography workshop per semester, to allow greater insight into photography, whether using a phone camera or DSLR.

With our positions, we hope to connect with as many McMaster Science students as possible and create more meaningful engagements. By continuing and explaining upon previous initiatives, we hope to showcase to you all, and present the best of science at McMaster.

Noha Loy and David Yap
Directors of Photography
photography@macsci.ca



TIMELINE

Month	Objective/Project/Event/Goals
June	Events/Projects: 1. Round 1 Headshots (Training day) Things to complete: 1. Purchase Lightroom 2. Edit + upload headshots
July	
August	
September	Events/Projects: 1. Round 2 of Headshots Things to complete: 1. Edit + upload headshots
October	
November	Events/Projects: 1. Photography and Cinematography workshop
December	
January	Events/Projects: 1. Formaldehyde
February	
March	Events/Projects: 1. MacSci Musical 2. Photography and Cinematography workshop
April	

OBJECTIVES:

Objective 1: Workshops	
Description/ Current State	Workshop was run by Cinematographers as Photography and Cinematography were combined 2023-2024. A successful workshop means; - great attendance



Goal	Our goal for these workshops are: - To reach an audience of 15-30 people per workshop - To have not only an engaging presentation, but also offer new information to people of all backgrounds in photography - To gain positive feedback from the end of workshop survey Our steps to accomplish this include: - Having a detailed plan (sorting out if we are offering a hybrid option or if we are doing a strict in-person event) - Gathering information on dates/times/location early so we can start promoting event ASAP - Spreading the word via social media and word of mouth - Coming prepared with all of the equipment, presentation materials, etc - Arriving early to the event to set up and ensure all is set in place for a smooth workshop
Long Term Implications	We want to ensure that this workshop is memorable and becomes an event that students look forward to attending in the future
Partners	Directors of Cinematography

Objective 2: Event Photography	
Description/ Current State	Photograph all major MSS events; Formaldehyde, musical, quantum leap, and more!
Goal	Showcase the many events that are planned throughout the year through photography
Long Term Implications	With most event photography being posted through our social media platforms, we hope to showcase what McMaster Science is to current and incoming students so they have a sense of who we are!
Partners	McMaster Science students VP Comms: Jyot (vpcomm@macsci.ca)



EVENTS & PROJECTS

Name of Event/Project:	
DATE	November & March
PURPOSE	Workshop was run by Cinematographers as Photography and Cinematography were combined 2023-2024. A successful workshop means; - great attendance
PROCEDURE	Our goal for these workshops are: - To reach an audience of 15-30 people per workshop - To have not only an engaging presentation, but also offer new information to people of all backgrounds in photography - To gain positive feedback from the end of workshop survey Our steps to accomplish this include: - Having a detailed plan (sorting out if we are offering a hybrid option or if we are doing a strict in-person event) - Gathering information on dates/times/location early so we can start promoting event ASAP - Spreading the word via social media and word of mouth - Coming prepared with all of the equipment, presentation materials, etc - Arriving early to the event to set up and ensure all is set in place for a smooth workshop
DIFFICULTIES	1. Choosing a date before exam season
PARTNERS	Directors of Cinematography
PROJECTED OUTREACH	
BUDGET	~\$150 for prize