

Video Industry Insight - Interview Project

Advanced Television Production

The purpose of this assignment:

1. Meet and establish contacts with video professionals.
2. Gain an understanding of the real world of video production.
3. Produce a high quality video program for cable presentation.
4. Produce a program that other students wishing to gain an understanding of the profession can view.
5. Develop interview skills.
6. Improve skills in the areas of production planning, location video taping, control of natural and artificial lighting, sound recording, graphic reinforcement, and creative editing.
7. Business letter writing and phone skills.

Procedure :

1. Call or find the name of the president or owner a company involved in video production. Contact that person by letter and introduce yourself. The instructor will mail all letters. Describe the project and say that you will contact them by phone in a few days to setup an appointment if they are willing.
2. Phone them 7 working days after the letter is mailed and setup an appointment at their convenience.
3. Verify the appointment 2 days ahead. Call the day of the appointment to make sure nothing has come up.
4. Show up to the appointment on time. Time is money to these individuals and you must respect their time.
5. You and your crew must be dressed appropriately. You must be in a tie and good slacks/dress. Your crew must be in collared shirts and decent long pants. You are representatives of the school and the television program.
6. Within two days of the interview you will write a thank you letter to the individual/company. The instructor will mail it for you.
7. When the program is finished you will send a copy to the company/individual. The instructor will mail it for you.

Details

1. Each individual is responsible for a project.
2. You must work in groups of 2 or 3. By working together the technical aspects will be easier to control.
3. All projects are due April 5th, one week after Spring Break.
4. Grading will be based on interview technique, quality of the sound and lighting, use of graphics and sound effects, and appropriate creative presentation of material.