

## **BIS Proposal: Video Production, Digital Photography, and Mass Communication**

In autumn of 2008 I began my career in freelance video production and photography. As a sophomore in senior high, I had built an extensive portfolio by taking graduation photos for the local upperclassmen. Before graduating from high school, I had built a client base consisting of over one hundred individuals and a handful of local businesses.

When personal referrals were no longer expanding my business at a satisfactory rate, I began looking into other means of self-promotion. Upon researching this topic, I discovered the art of advertising. This area of study captivated me with its careful play between constructed media and communicated message. I soon learned that, like any other form of art, every detail in a successful advertisement exists for a reason. This, along with my business' needs, sparked my interest in the field of advertising.

At the University of Minnesota I have continued to expand my business, but have also immersed myself in student groups and volunteer productions. Upon the beginning of my first semester, the vast range of the University's opportunities in the photo and video arts became apparent, and solidified my interest in exploring this rich environment. Communication courses I have taken at the University of Minnesota have also kindled my interest in the study of advertising.

The Bachelor of Individualized Studies program would allow me to explore the latest in video production and photography, and its connection to the modern world of advertising. My goal is to develop a deeper understanding of this relationship through both facilitated and independent research, and apply this knowledge to my production work. Through the BIS program, I will study the ways in which these disciplines have adapted, and continue to adapt to

an increasingly digital environment in an attempt to predict new opportunities and affordances in the field.

## **Video Production**

Video is a rapidly changing discipline that is increasingly in demand. In addition to studying the technical aspects of this medium, I will also study the medium's history and many applications. This concentration will provide me with an in-depth technical skill set, but also allow me to explore the medium's diverse role in modern advertising.

**Comm 3202 – Electronic Media Production** provided me with experience in a previously unfamiliar area of filmmaking: traditional multi-camera, live broadcast. From this class, I learned the limitations and affordances of this shooting style, and its impact on modern filmmaking. This course focused on the technical fundamentals and techniques that comprise the foundation for all video. In addition to an opportunity for hands-on experience with a wide range of professional equipment, this course taught the importance of preproduction and time management.

To expand upon the foundational knowledge I gained from Comm 3202, I proceeded to take **Comm 3204 – Advanced Electronic Video Production**. This course was a continuation of the 3202 class, but focused on single-camera shooting style. This class provided me with the experience of completing a video production with a real client and crew. I was also given the opportunity to collaboratively write a script, storyboard, production design, cast talent, operate a camera, direct the shoot, and interact with clients, amongst many other duties. This course gave me an idea of what goes into a professional production from start to finish, and all of the roles that are included in its making.

I plan to continue this route with **Comm 4204 – Producing for Television: Theory and Practice**, which will aid me in further developing my screenwriting and other preproduction skills. Over the course of the semester, I will create a pilot episode of a television show that I will write and produce with a small crew.

The final video course within the Communications Department I plan to take is **Comm 5110 – Special Topics in Communication Theory**. This class will allow me the rare opportunity of working with large clients such as The Children’s Museum and Hennepin County Libraries. In this class of nine instructor-selected students, representatives from these and other organizations pitch to us for our business as a video crew. This class will not only allow me to build an impressive client base, but also teach me how to efficiently and professionally interact with major organizations in writing and producing a commercial video.

To bridge the gap between the world of mainstream video production and video art, I will enroll in the course, **Arts 3602 – Narrative Digital Video**. In this class, I will be able to combine techniques from experimental video with more traditional aspects of cinema, including preproduction work, storyboarding, screenwriting, and working with a production crew. The class will also focus on developing my storytelling abilities, and the process of developing an idea into a film.

### **Digital Photography**

In an exponentially increasing digital age, digital imaging and photography play a progressively large role in both the field of advertising and video production. My goal is to investigate these relationships as they exist today, and predict how the medium’s role will continue to develop.

The course, **Arts 3603 – Experimental Video**, allowed me to explore video production through an artistic and photography-based perspective. This course challenged the norms of traditional cinema, and brought an alternate viewpoint to photography in video art, which has since proved a valuable asset, and has influenced my artistic work in the medium.

**Arts 3604 – Animation** will provide me with basic knowledge in a variety of common digital imaging programs including Adobe Flash, After Effects, and Illustrator. This class will help me to create digital elements that can be incorporated into both still imaging and video. The historical aspect of the class will give me a foundation of understanding on which to build upon with my own work. Modern applications of the art form will also be analyzed.

I plan to expand upon the foundational knowledge gained from the previous course by enrolling in **Arts 5620 – Advanced Animation**. This class will aid me in the development of my skills in additional animation programs, which will provide me with a useful skill set to supplement my video production work.

**Arts 3490 – Workshop in Art** will provide me with a solid foundation in key programs such as Adobe Photoshop, Illustrator, and InDesign. I will further develop my understanding of the affordances of these programs, and how each can supplement my work.

The final course in this discipline I plan to take is **Arts 3703 –Photography: Digital Imaging**. This class will help me to explore new directions in this already familiar medium, and allow me to take new approaches to digital photography.

### **Mass Communication**

Advertising is an area of study that is currently undergoing much change. As the discipline adjusts to digital transitions, techniques and strategies must be rethought, while some

principles remain unchanged. I plan to study this adaptation to predict the future relationship between advertising and digital media.

**Jour 3004W – Information for Mass Communication** is a prerequisite course that provided me with essential information about research and client interaction within the world of advertising and communications. This course provided me with an in-depth scenario in which I developed an advertising strategy for the grocery department of Target stores. I utilized public statistics and information to form a specific target demographic through extensive research, and identified relevant professionals to interview to further hone an advertising strategy.

The next course I plan to take, **Jour 3241 – Advertising Strategy and Creative Development**, will provide me with creative strategic development skills, and focus on conceptual thinking in advertising. By the end of the term, I will have had the experience of developing an intelligent creative strategy to solve particular business problems, and pitching this strategy to others.

**Jour 3201 – Principles of Strategic Communication** will teach me the fundamentals of strategic communication, encompassing both advertising and public relations. This class will teach me the history of the discipline and how it's evolving to adjust to the digital era.

Finally, to build a working portfolio and showcase my advertising work, I plan to take **Jour 4242 – Advertising Portfolio Development**. This course will help me construct an important piece that will be helpful in landing a job in the field.

## **Conclusion**

In summary, these areas of concentration continue to develop with the progression of technology. The B.I.S. program will allow me to explore their changing roles in today's

technological era. I plan to study their relationships and identify unique opportunities in these fields that have not previously existed, while applying this knowledge to my own work.

**BIS/IDIM Program Course Worksheet**

Name:

ID#:

Total number of credits in proposed program:	53
Total number 3/4/5xxx level credits in proposed program:	53
Total credits in program left to complete:	

IDIM Title:

**Concentration One**

Title: <b>Video Production</b>					
Dept.	Course Code	Course Title	Complete: Credits (Grade)		Not Complete: Credits (Term)
COMM	3201	Introduction to Electronic Media Production	4	A	
COMM	3204	Advanced Electronic Media Production	4	A	
ARTS	3602	Narrative Digital Video	4	IP	
COMM	5110	Special Topics in Comm Theory: Directed Media Prod Internship	3	IP	
COMM	4204	Producing for Television: Theory and Practice			4
TOTALS:		3/4/5xxx level credits in area:			19
		Total credits in area (IDIM only):			

**Concentration Two**

Title: <b>Digital Imaging</b>					
Dept.	Course Code	Course Title	Complete: Credits (Grade)		Not Complete: Credits (Term)
ARTS	3603	Experimental Video	4	IP	
ARTS	3604	Animation	4	IP	
ARTS	5620	Advanced Animation			4
ARTS	3703	Photography: Digital Imaging			4 Summer
ARTS	3490	Workshop in Art: Digital Toolbox			3
TOTALS:		3/4/5xxx level credits in area:			19
		Total credits in area (IDIM only):			

**Concentration Three**

Title: <b>Mass Communication</b>					
Dept.	Course Code	Course Title	Complete: Credits (Grade)		Not Complete: Credits (Term)
JOUR	3004W	Information for Mass Communication	3	IP	
JOUR	3201	Principles of Strategic Communication	3	IP	
JOUR	3241	Advertising Strategy and Creative Development			3
JOUR	3321	Media Design			3
JOUR	4242	Advertising Portfolio Development			3
TOTALS:		3/4/5xxx level credits in area:			15
		Total credits in area (IDIM only):			