



The New Normal

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Instructional Design TDMP 466
Professor Connie Morcom



Clients TDMP 466

- Diversity and Inclusion Office
- Michelle Richardson

Goals



- To promote equality, inclusiveness, and understanding of the LGBT Community on campus and beyond.
- To educate Ferris students about resources on campus that are inclusive of and sensitive to a diverse population

Deliverables

- DVD's and Web ready
- Three segments
 - DSAGA (student perspective)
 - Ferris Faculty
 - Ally Support

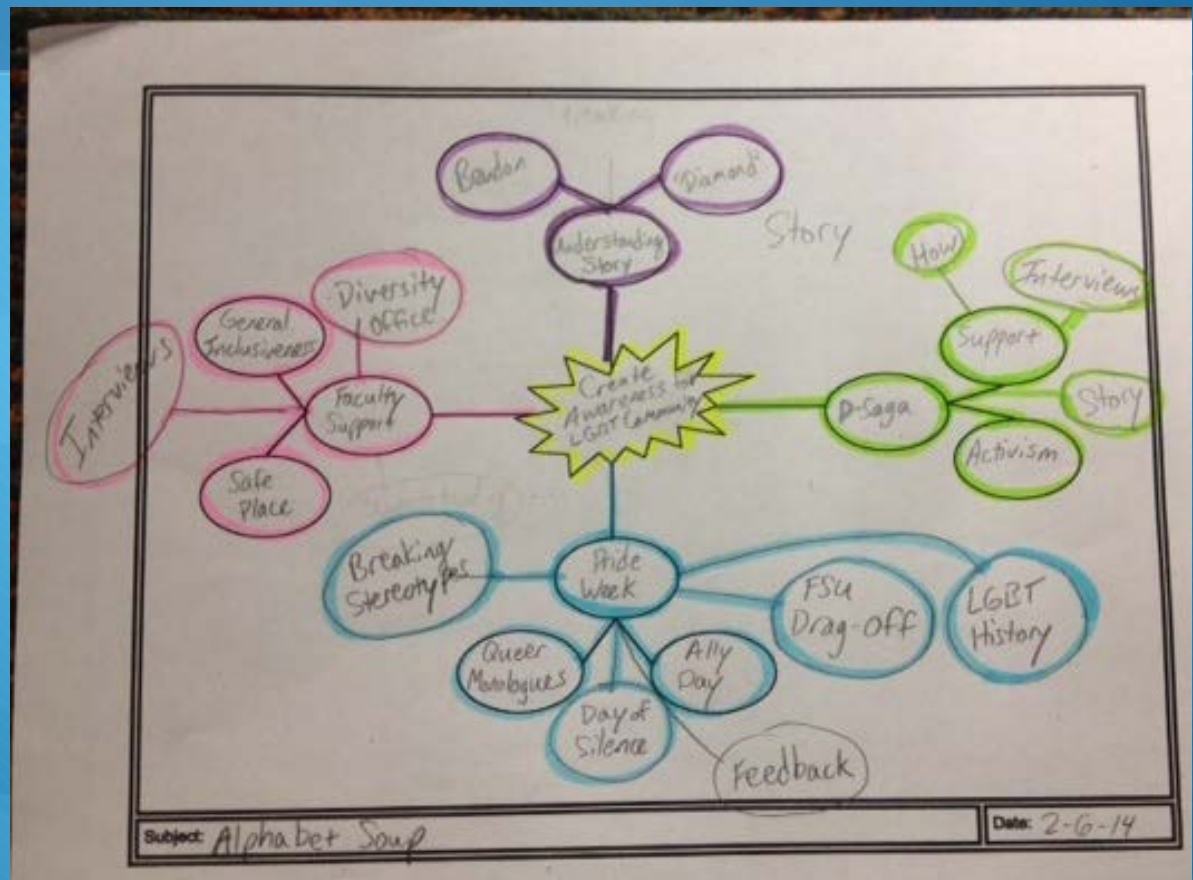


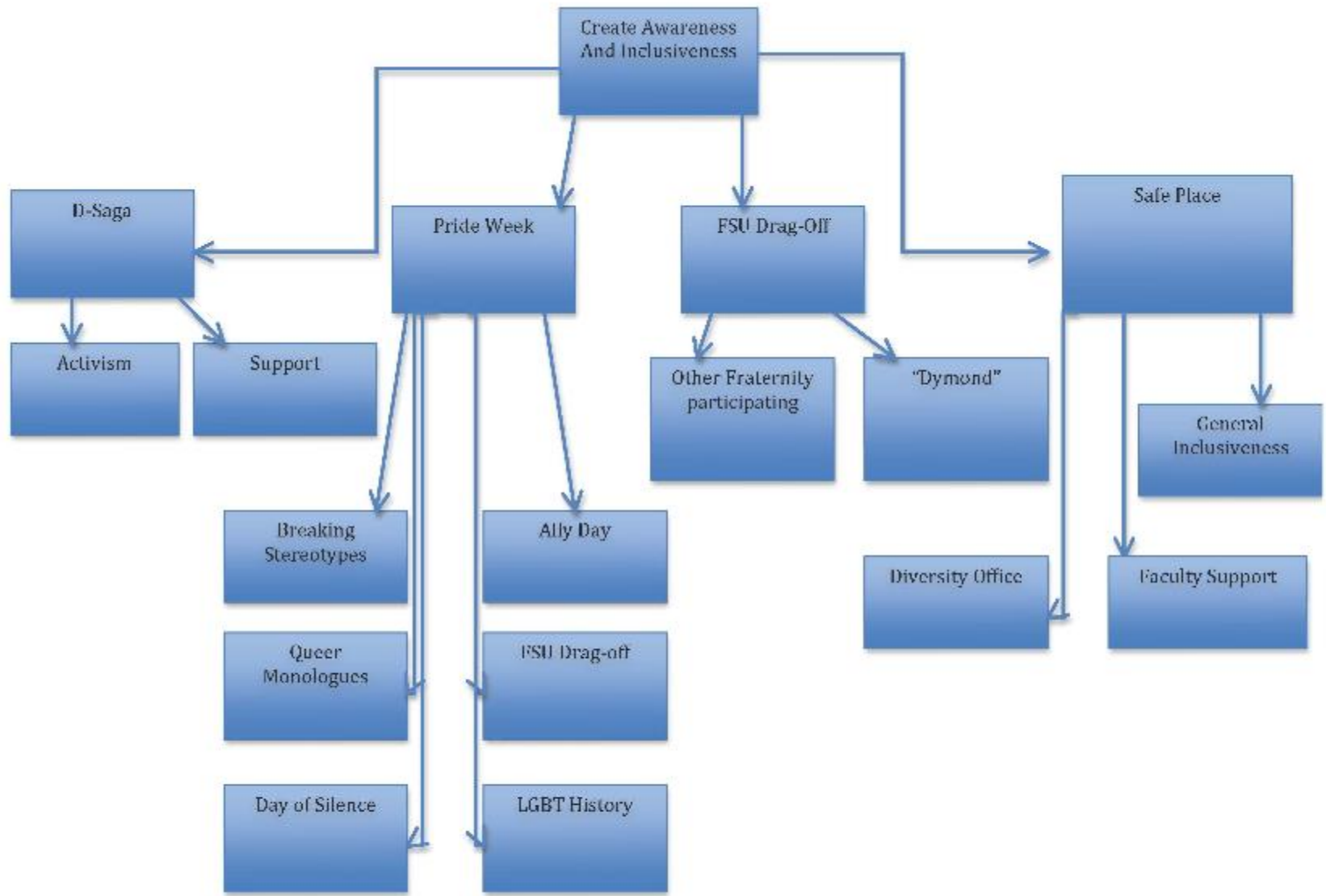
Challenges

- Time constraints
- Topic Sensitivity
- Scheduling
- Story and Title
- Graphics



Preproduction







Students answer the question what it means to be part of the LGBT community.



This student will begin to tell their story.



There will be a compilation of the answers leading up to the introductory graphic leading into the video.



Another student begins to recall their story.



Another student begins to recall their story.



D-SAGA



Begin with b-roll of students mingling and laughing.



Then go on to learn more about D-Saga from student interviews.



Learn D-Saga history and activism.



Footage of a round table discussion on MBLGBTACC.



Safe Place



Interviews with the Diversity Office about Safe Place.



Pride Week –
Students prepare
for the events.



Highlight a segment on Ally
Day with an interview Emma
Mentley who is an ally.



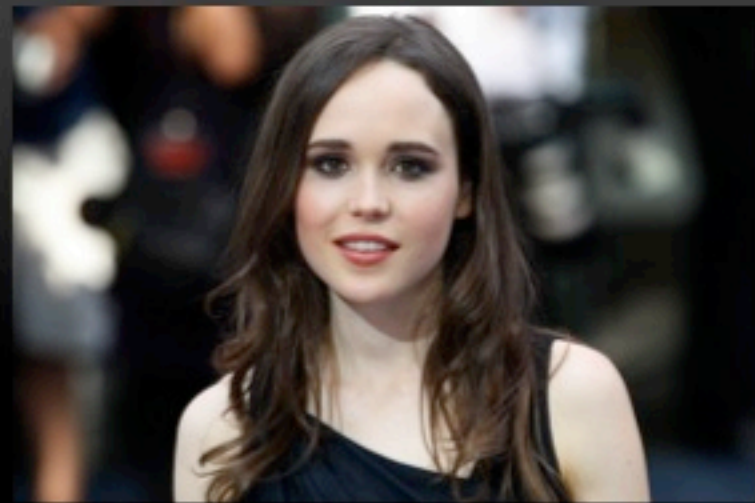
Highlight a segment on Queer
Monologues.



Highlight a segment on
the FSU Drag-off.



A montage of students participating in the Day of Silence.



Highlight a segment on Breaking Stereotypes.



The students interviewed in the first segment speak about how they see equality.



The story wraps with shots of different students coming Together.



Dissolving to
the project logo.

Proposed Budget

Total: \$14,563.74

See final report
for actual costs.

Item	Cost	Rental
Audio & Accessories		
• Headphones	20.00	1.00
Batteries		
• Rechargeable AA	\$ 3.50	\$ 13
• Small Camera Battery	75.00	3.75
• Large Camera Battery	120.00	7.50
Cameras & Cases		
• Z7U Camera	6000.00	\$3500.00
• Z7U Case	400.00	20.00
Post Production		
• Editing Systems		\$ 50 per hr.
• Motion Graphics		\$ 50 per hr.
• DVD Authoring		\$ 50 per hr.
Lighting & Accessories		
• Black Lowel Light Kit	1500.00	75.00
o Individual Bulbs	25.00	1.25
o Stand	150.00	7.50
o Barn Doors	80.00	4.00
• Measure: Sticks and Flash cards		
o RGB	100.00	5.00
• Microphones		
o AA Wireless	650.00	\$2.50
Power cables and extensions		



Production

- **Week of February 4th**

- Make initial contact with client and arrange a time to meet
- Meet with the clients and discuss the project and the desired objectives
- Begin research and planning

- **Week of February 11th**

- Create final needs assessment along with the budget and plan.
- Have a second meeting with the clients to review information and begin discussing possible events and interviews to shoot.

Production

○ Week of February 18th

- Continue gathering information
- Schedule days and times for interviews
- Attend a D-Saga meeting

○ Week of February 25th

- Begin shooting interviews
- Begin writing script
- Begin creation of graphics

• Week of March 4th

- Continue to meet with clients and SME's to continue developing story

• Week of March 11th

- Spring Break

• Week of March 18th

- Meet with SME's
- Shoot interviews with DSAGA members

Production

○ Week of March 25th

- Continue meeting with SME's
- Continue shooting b-roll
- Shoot more interviews with DSAGA members.
- Shoot interview with Dr. Pilgrim

○ Week of April 1st

- Shoot b-roll and mock ally presentation with Emma Mentley
- Shoot b-roll of preparations for pride week

• Week of April 8th

- Shoot footage of Pride Week events

• Week of April 15th

- Meet with client
- Shoot interviews with Brooke, Katherine, Cindy, Mischelle, Renee, and Emma

• Week of April 22nd

- Finish editing and creating prototype
- Create deliverables

• Week of April 29th

- Present final product to client and class

Production

- Lighting and Audio Challenges
- Drag-off production challenges
- Z7U and Canon T3i





Post Production: Graphics



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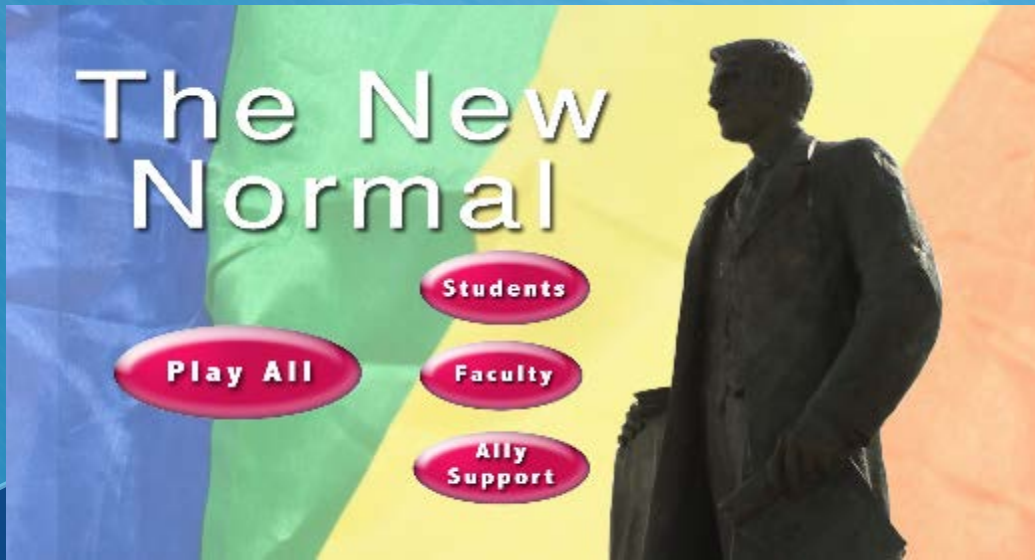
Brandon Laninga

Psychology Student, DSAGA Member

Post Production

- 25 hours of editing
- Creating the Story





Time for the Video

To order a DVD contact
Professor Connie Morcom Ext. 2772 or
morcomc@ferris.edu



ACTIVITY!

○ RED = DSAGA

○ PINK = FACULTY/CAMPUS

○ ORANGE = ALLY

○ YELLOW = RANDOM

Special Thanks to the Television and Digital Media Production Program

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