The New Normal

Amy Kusmierz and Jacob Reed
Instructional Design TDMP 466
Professor Connie Morcom
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
Create Awareness and Inclusiveness

D-Saga
- Activism
- Support

Pride Week
- Breaking Stereotypes
- Queer Monologues
- Day of Silence

FSU Drag-Off
- Ally Day
- PSU Drag-off
- LGBT History

Other Fraternity Participating

“Dymond”

Safe Place
- Diversity Office
- Faculty Support

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

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

This student will begin to tell their story.

Another student begins to recall their story.
Another student begins to recall their story.

Begin with b-roll of students mingling and laughing.

D-SAGA

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.

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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

The New Normal

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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Instructional Design TDMP466
Professor Connie Morcom
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