

Downtown Adrian
Jeffrey Mason
September 26, 2024

Working Title: Downtown Adrian

Genre: Video Ads

Durations: 30sec to 1 minute long (4-5 commercials)

Target Audience: Male and Female, College age to millennia (Based on companies desired target audience)

Outline:

Nutrition 365

This film will be about a minute long. Getting some footage of the juice/tea being made. Maybe trying to capture customers purchasing/maybe drinking drinks. Trying to an outside shot of the building.

The Blue Finch

This film will be about a minute long. This ad will be showing off the different aspect their store has to offer. This store might be a more audio driven piece. I think doing a interview with the owner allowing her to tell the story of the store might be a cool piece.

Mammoth Distilling

This film will be about a minute long. I would love to collect footage of a bartender making drinks. Outside of building shot. Live music shots. A pan shot of the barrel wall. A think using slower music for this piece.

Musgrove Company

This film will be about a minute long. I would like to do a walk in shot from the sliding doors/windows. Trying to gather close up shots of coffee being made. Gathering shots customers people working. Seating area

Visual Elements:

- Camera Movement
- Lighting
- Camera Angles

Audio Elements:

- Sound Effects
- Music

Technical Equipment/Software:

- Camera (Unknown)
- Headphones
- Tripod
- SD Cards
- External Harddrive
- Internet Access
- Adope Suite or Final Cut Pro
- Drone

Rationale:

This idea came from loving Downtown Adrian and loving see what these different companies do for the community. I started visiting these locations and see what the customer service is like and how they do want to grow but also just get to be know around the community. I want each of these commercials to tell the stories of the different businesses but also what they can provide for the area around them.

Why do I think I am the right person for this? I think I'm the right person because with the work of my website design career I have picked up different marketing ideas of what I business would want to see from a business. I am also a undergraduate student at Adrian College and this is project will be capstone. The skills I learned through this will be creative skills, creative insight, and a effective away to tell a story.

Primary & Secondary Research:

As kinda mention before my primary research are the different skills that I have learned throughout my undergraduate program at Adrian College. I will also be using skills of different

editing softwares or films that I have collected through out the four years. My secondary research will be other commercials from other companies. I would try to look for similar commercials from around Downtown Adrian. If I can't find some commercials from around adrian, I will look for commercials similar to small businesses. Gathering different ideas from those commercials will help me to put these different pieces together.

Constraints & Contingencies:

The biggest Constraint would be timing. Allowing enough time to gather the different information needed for each company but also making sure each company has a unique video. I will be setting up some safety nets throughout the schedule time incase of a problem arising.

The next constraint that could happen is technical errors. There is many different errors that can happen that could come up. If for example my computer would to crash while trying to edit the films, I would need to keep back up files on my external harddrive while also being ready to change over to different editing programs if needed. Building in safety nets will also allow me to not fall behind because if a error occurs I should be able to stay on task.

Budget:

There is a student based production, so the budget will be out of pocket. No budget has been set, It would be based on what I may need to try/see for the footage. Most of the work will be done with collaboration with outside personal.