

Promotional Videos for UNCP Relay For Life

Honors Project

In fulfillment of the Requirements for

The Esther G. Maynor Honors College

University of North Carolina at Pembroke

By

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Mass Communications


5/5/2015



Name
Honors College Scholar

5/8/15

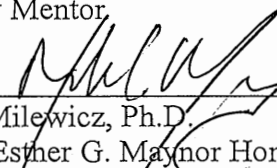
Date



Name
Faculty Mentor

5/8/15

Date


Mark Milewicz, Ph.D.
Dean, Esther G. Maynor Honors College

5/11/15

Date

While the majority of students for their senior project chose to do so with a senior thesis project my project was a community service/artistic project. The purpose of this project was to create a series of promotional videos about Relay For Life utilizing still photography, music and voiceovers.

Community Service Component of Project:

The community service portion of this project was designed around creating videos for Relay For Life of UNCP. Relay For Life is an international fundraising event that is held on college campuses and in communities across the world. The purpose of Relay For Life is to raise money and awareness for the American Cancer Society; an organization that works to provide research to help find a cure for cancer and also to provide support for cancer survivors and their families. I have been involved with this charity throughout all four years of college and have served the past two years as the student chair.

Artistic Component of Project:

The artistic component of this project includes capturing and editing original photographs of the Relay For Life event and other fundraising events throughout the year. The videos also included self-written copy, audio recordings and video editing. These components come together to create 3 videos. All aspects of the video are either owned by myself, the American Cancer Society or were downloaded from copyright free and royalty free websites online. The only portion of the video where I had no aspect of personal creativity was in the music.

The Scope of the Project:

This project included three different videos focused around different aspects of Relay For Life. As mentioned previously the videos were created by using a plethora of still photography to illustrate what Relay For Life does on campus. I also worked to ensure the video was branded as much as possible showing campus landmarks, UNCP branding from around campus and Relay For Life/American Cancer Society logos and banners. I am passing on the videos to my successor as chair of the event so that way they can be used as a recruiting/awareness tool for future years.

The first video focused on the Relay For Life committee which is the student organization that plans the Relay For Life Event and works to support fundraising year round from different Relay For Life teams. The video also pointed out the way that the organization supports local survivors/caregivers and raise awareness about cancer on campus.

The Project Process:

1. Research- To figure out the best way to create these videos I watched many videos about Relay created by the American Cancer Society and other community/collegiate Relays. I

took notes about the information was presented in the videos and how to best convey this information. I also made a list of most frequently asked questions about Relay on campus.

2. Writing: The next step was to write the copy for the videos along with having a general idea of the visual media that would accompany the copy.
3. Narration: I self-narrated the copy and created an audio recording based on the copy.
4. Music: For the videos I chose royalty-free music from online that fit the videos.
5. Pictures: The majority of the visual part of the project revolved around pictures I personally took from this year and from past years. Due to unforeseen circumstances (that I will go over later in this paper) I also used some photos taken by other people. I also used several screenshots of the Relay For Life Facebook page, the Relay For Life sign up and the online fundraising tool to supplement the pictures.
6. Video Editing: While I have had brief experiences with video editing in the past this type of video editing gave me a chance to greatly expand my video editing skills and gain new ones.

Throughout this process I learned many things. A few of these skills include how to increase image size without stretching the image, how to take screen shots, how to use the clone stamp tool in Photoshop (to remove ads from screenshots) and how to create a .mov in Final Cut Pro. I also increased my practice and knowledge of basic photo editing and film editing. This was also the first time that I had any experience with narration for film.

Challenges

While doing this project my original plan had to change several times due to circumstances outside of my control. Despite these different challenges I was still able to create a series of quality films about Relay For Life.

One of my major setbacks came during the Relay For Life Event. Normally Relay is a 24 hour event where everyone comes out starting at noon on Friday until noon at Saturday. Because of the threat of inclement weather we moved the event until 8 am on Saturday until noon. Due to this the event was very poorly attended to previous years Also the luminaria ceremony was moved to another day and much of the entertainment for the night was cancelled. I realized that showing a popular event with a lot of interaction was more important than relying on photos just from this year and from just myself. I also had to re-record some of the audio in order to fit the photos that I had.

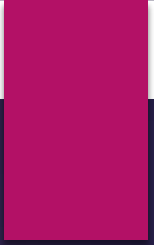
Another setback was with the video editing process. For the video editing process I used Final Cut pro in the computer lab of Old Main. As I said previously I had minimal experience with video editing. I saved the video within the program and on a flash drive. However, what I was

unaware of was that the original files had to be saved in the same way as the video or the files would not be saved in the video. Because of this mistake I lost between 20-30 hours of work on the project.

Another challenge with the project was learning to multi-task. While serving as chair of Relay For Life I have other duties when I attended events. Therefore I had to balance getting pictures while working the events.

Overall

Overall this project taught me many things. I was able to improve my editing skills in both Photoshop and Final Cut Pro. I learned how to take photos that were not of high quality and improve them. I also learned how to overcome challenges and create a quality piece of promotional art that I believe will be used next year to recruit and train for Relay For Life.



Honors College Senior Project:
Relay For Life
Promotional Videos
By Samantha Langley

Purpose

- ▶ The purpose of this project is to create three Relay For Life videos (joining the committee, becoming a team captain and donations) to improve general knowledge about Relay For Life here on campus. Ultimately leading to more money being raised for the American Cancer Society.



Process

- ▶ Research: watching Relay For Life videos put out by The American Cancer Society and by other Relays. I also made a list of most commonly asked questions regarding Relay on campus.
- ▶ Writing Copy: I had to write the copy for the videos with a general idea of what pictures were going to be shown with the copy.
- ▶ Recording: Recording an audio based on the copy.
- ▶ Choosing music: All music in the videos are copyright and royalty free.
- ▶ Choosing pictures: All pictures are either taken by me or I had the permission released from others for the videos.
- ▶ Editing Photos: All photos are edited in the films.
- ▶ Video Editing

Committee Video

- ▶ See Committee Video attached.

Team Captain Video

- ▶ See Team Captain Video attached.

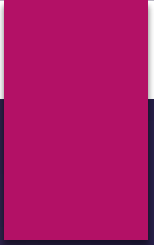
Donation Video

- ▶ See Donation Video attached.

Setbacks

- ▶ I was unaware of how to save the video in a way that it was saved outside of the program and I lost 30-40 hours worth of work due to the fact that the pictures were not saved either.
- ▶ The event was not a 24 hour event this year due to potential inclement weather.
- ▶ My committee was not as active during the second half of this year.





Things I learned
(or re-learned)

Things I learned (or relearned)

- ▶ Increasing the size of photos in photo-shop without stretching them.



Things I learned (or re-learned)

- ▶ How to make screen shots

The screenshot shows a Relay For Life fundraising page for the Department of Nursing. The page features a progress bar indicating that 52% of the \$10,000 goal has been reached, with \$5,293.03 raised. A team photo of the Department of Nursing is displayed, along with a list of team members and their fundraising amounts. A 'Thank you to our supporters!' section lists individual donors and their contribution amounts. The page also includes a 'Support Department of Nursing' section with buttons for 'DONATE NOW', 'DEDICATE A LUMINARIA', and 'JOIN OUR TEAM'. A small graphic at the bottom right says 'WE'RE HELPING SAVE 500'.

RELAY FOR LIFE
LEARN ABOUT RELAY GET INVOLVED MY RELAY

Welcome, Samantha
Relay For Life on [social media icons]
My Society Account Log Out
Enter text search term Search

Share [social media icons]

Hi, we're Department of Nursing
Event: Relay For Life of UNC Pembroke on 12:00pm Friday - April 10, 2015

52%
\$5,293.03 raised **\$10,000** goal

Gold Team
My team raised \$5,000 or more

Support Department of Nursing

DONATE NOW **DEDICATE A LUMINARIA** **JOIN OUR TEAM**

Meet our team members * Denotes Team Captain

* Casey Horne	\$1,039
Miriah Adams	\$10
Armando Alvarez	\$60
Joyce Beard	\$100
Jennie Beldson	\$35
Amanda Bennett	\$0
Deanna Coleman	\$10
Kaytlin Currie	\$10
LaToria Davis	\$395
Jonathan Dent	\$100
Ellen Eiler	\$468

Thank you to our supporters!

Alexis Locklear	\$10
Amanda Bennett	\$10
Angie Dew	\$25
Anonymous	\$100
Anonymous	
Anonymous	
Anonymous	
Anonymous	
Anonymous	
Anonymous	\$25
Anonymous	
Anonymous	\$10

Why We Formed a Relay For Life Fundraising Team
Welcome to our team page! Almost all of us have been touched by cancer in some way, so we've decided to make a difference by raising money and walking in our campus American Cancer Society Relay For Life event.

At the event, our team will take turns walking around the track to raise money and awareness to help the American Cancer Society in the world's largest movement to end cancer.

WE'RE HELPING SAVE 500

Photo Editing Fun



Video Editing



Any questions

