

YouTube and You
Fall 2013
Business Video Project
Due: Monday, Nov. 11



Post Video on YouTube and turn in a split-page video production script

Each team will produce one video for a Charleston-area business, organization or non-profit agency (no CofC related groups are allowed). The company you choose to work with is up to each team, whether it be a store, shop, restaurant, hospitality-related business, community service, non-profit, etc.

You must do your video with the consent and assistance of the person in charge of the business. This will require face-to-face meetings to go over how you can assist the company/organization with a video production of some sort that can be used to promote or advance the company/organization in a positive way.

Think about the videos we have seen that Charleston businesses and non-profits are currently using on their websites or elsewhere to inform, educate, market and influence. [Think about the material we have reviewed about how/why businesses benefit by having video assets.](#)

You have a number of options as far as what type of video you produce. It can be a commercial or public service announcement that we see on TV and cable every day. If you do one of these, it must be strictly timed to be either 30 seconds or 60 seconds exactly. You must prepare and turn in a script of what is said and seen. We will go over [scripting.](#)

You can do a 2-3 minute video that showcases what the business does and sells. This would likely include narrative by a team member and/or people with the company and/or satisfied customers or patrons. You may have a mix of narrative and “soundbites” from key people interspersed within the piece.

On Monday, Oct. 28, each team will turn in a typed plan of action for this project. Include the company you will be working with, the key contact person, what type of video you will be doing, what you think the video will feature in terms of visuals, soundbites, and other elements. Also, will your video be modeled after one that you like that might be for a similar company? If so, give details. You don't necessarily have to have spoken with the key person yet. This paper can be about who or what company, as a group, you decided you want to feature in this project.

On Nov. 11 we will view the videos during class, so have them on your websites and also try to have them embedded within your clients' website or other promotional resources! You will also be required to have your client sign a form saying that you all worked together on this video. This form will also have your client's comments about the final product.

There will be other required updates on the progress of this project in the weeks ahead.

