

1. Organization overview

Organization is a comprehensive experiential learning program that creates outdoors transformational STEM learning experiences and measurable results for schools through training, ongoing coaching and learning labs creation.

2. Project purpose and Intent

The purpose of this project is to produce a series of videos to provide DIY information for science teachers to build outdoor learning labs.

The target audience are science teachers who are considering how to expand the capability of their learning program with outdoors STEM learning labs. The call to action would be to persuade the teachers to proceed with the development of the learning labs at their school and who to contact for support.

The video is to be used on the Organization website, social media and YouTube channel.

3. Deliverables

Video storyline/script - The storyline will be structured around an opening attention grabber, a tutorial on building several types of outdoor classroom features such as a whiteboard, and a call to action. The script will identify the visual, the narrative, the text over and the sound design for each scene. The development of the storyline and script structure/format and content will be a collaborative process.

Shot list – The shot list will provide the speaker video (A roll) and supporting footage (B roll) topic areas to shoot for each scene.

Voiceover script – A voiceover script based on the video script and voiceover content sources will be developed. Voiceover recording of the voiceover script will be provided by either Organization or the volunteer.

Video – The videos will be created with a length targeted at 2 to 3 minutes. The format is expected to be based on new B roll and A roll with voiceover.

4. Content Sources

Speaker video (A roll) - Video content from existing Organization footage as well as new footage would be used for A roll. Organization will categorize/tag existing video sources for easier editing.

Supporting footage (B roll) - Video content and images from existing Organization footage as well as new footage would be used for B roll. Organization will categorize/tag existing video sources for easier editing.

Voiceover - Content sources for the voiceover are expected to include commentary on the activities occurring during the build process.

Stock footage/images – Royalty/copyright free stock footage and images will be located as required.

Graphics - Any graphic animation will be provided by Organization.

Music – Royalty free music will be located and any attribution for right-to-use will be provided

5. Technical Structure

The content sources will be edited into a finished video based on the video script. Intro, outro, video footage, transitions, cropping, images, music, titles, text overlay, sound effects and voiceover will be edited in the video as needed and appropriate.

Consistent Organization branding for colors and fonts will be followed in the finished video.

The finished videos will be 16:9 1920x1080 30 fps, a standard format suitable for YouTube, Facebook or embedding directly onto a website.

a. Project Schedule

A target date for the final video deliverables is TBD

b. Project communications

Phone calls and email are expected to be used for project communication and checkpoints. Draft videos and finished video deliverables will be uploaded to a One Drive cloud repository. Organization will review and provide feedback on draft scripts and videos.