

- **Project trailer**

THE DAE (image of DAE)

Kayla:

Transitioning to the University of Georgia can be difficult. Football games and student clubs help UGA feel like home, but academics can still feel daunting. That's where the Division of Academic Enhancement comes in.

The DAE helps students of all backgrounds succeed in college. Resources including tutoring, coaching, and scholarships are designed to help students who are first-generation, underrepresented, or just need extra help with the challenges of college.

The DAE has had a huge impact on thousands of students. But there's a problem. Many students still don't know what the DAE is, where it is, or that it's accessible to them.

That's where we come in. We created 6 high-energy, personable videos to draw in a new audience and make the DAE better known as a friendly community. These videos will live on the DAE's website and social media accounts.

CAMPAIGN THEME

Kai:

The theme of our campaign is #DAEForMe. This shows the DAE's mission of providing services for individual students in a positive environment that's meant for them.

#DAEFORME (images of our cutout people)

Nick:

We want the DAE to seem less like an institution and more like a community, because that's what it's really providing. Our voice is more friendly and inviting, while the website holds the information, we are giving it heart by showing the stories and the team behind the DAE. What are the ways it supports students? How does it help them reach their goals? Hence the slogan and campaign, DAE For Me.

Will:

The videos include messages of the DAE's inclusive, positive atmosphere to show off their services like academic coaching and tutoring. The DAE also has summer programs to help students transition into the intimidating beginning of college.

TARGET AUDIENCE (screencap of video + animation overlay)

Kevin:

We are trying to reach the latest generation, the emerging and future UGA students. Generation Z's attention span is reportedly only 6 seconds long to the millennials 8 seconds. Therefore, we are leaning into a style similar to informational videos on YouTube, combining pop-up graphics with a more informal inflection. Something that should feel familiar and enticing. Something that should catch their eye while on Instagram or Twitter, considering we are also exporting our videos for social media.

TECHNOLOGY (pictures of us using technology)

Kai:

Using Canon DSLR cameras, a drone and sound equipment, Nick and I filmed faculty, staff, and students for six different videos. Together as a team, we also photographed stop-motion animation sequences to create a dynamic educational experience.

Before we filmed, we worked together with the rest of the team to create six different video ideas based on our tone of upbeat high-energy and community. Beat sheets, shot lists, and scripts helped guide the video process through post-production in Adobe Premiere Pro, and we had a lot of fun brainstorming our ideas.

Kevin:

Once the final-cuts were done I created animation overlays to contribute to our playful videos.

LOCAL IMPACT (pictures from DAE website of students?)

Will:

These six videos will impact the DAE by building awareness and a deeper understanding of its services. This impact will extend to the target audience — students who need extra assistance through college. That might look like financial assistance, learning how to study, or extra help with chemistry and accounting. These videos will help the mission of the DAE to be better understood, and more students will get the extra help they need in a supportive community, thus giving the students the tools to make an impact wherever they go.

PERSONAL IMPACT

Kayla:

During this project, we truly learned the benefits of collaboration. We all come from different backgrounds and have different passions and interests.

Will:

During every step of the process, we made sure that our opinions and ideas were heard and taken into account.

Kai:

By building off of each other's ideas, we were able to create our desired end goal, and it was a true privilege to be able to see our ideas come to fruition.

Kevin:

As a team we encouraged a spirit of fun and playful exploration, which had a great impact on our work and team culture.

Nick:

Being welcomed as a part of this team and, to an extent, the DAE community, I learned something that is hopefully felt in each one of our videos: if you do what you love, you never work a day in your life.

Thank you for listening.