COM210 Project Creative Brief

PROJECT 5: VIDEO

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PROJECT BACKGROUND

What is the project? What are we creating and why? What are we trying to achieve with this project? What is the core message that should be communicated?

This is a how to make a simple smoothie with high calories and high protein. In this project I am trying to show the process of making a smoothie with few ingredients.

TARGET AUDIENCE & JUSTIFICATION:

Who is your target audience? [You can't say everyone!] What do we know about them that can help us reach them? **What is your plan to appeal to this audience?**

The target audience is mostly people who like smoothies. Also, people who are interested in gaining muscles, or people who mostly go to the gym.

INSPIRE US!

Find 3 samples of work that have been done by others that can inspire this project; place them here.
https://www.bing.com/videos/riverview/relatedvideo?&q=how+to+clean+in+1+minute&&mid=DA55268B77E7759FF500DA55268B77E7759FF500&&FORM=VRDGAR

https://www.wikihow.com/Make-a-Smoothie

https://www.bing.com/videos/riverview/relatedvideo?&q=how+to+make+smoothie+in+1+minute&&mid=F5487464B5AD3C39BB17F5487464B5AD3C39BB17&&FORM=VRDGAR

OUTLINE

Develop an outline of your how-to video and place it here.
This should be done before any recording takes place.

Introduction
List the ingredients
Start with the process
Have a friend taste it.

The following will be completed for the final submission only:

PROJECT DETAILS

DRAFT
Place a link to your draft here.
https://www.youtube.com/watch?v=KCNN4nVmj6s

CHANGES
What changes have you made since you created the draft?

I added certain texts to it and an emoji. I also increased the volume of the background music to make it balance with the voiceover.

YOUTUBE
What is the link to your finalized project you uploaded to YouTube? (Be sure the sharing settings are correctly done!)
https://www.youtube.com/watch?v=rqXV2gY3jqA

THUMBNAIL PHOTO
After uploading the thumbnail for your video in Premiere Pro, place a .jpg or .png of it here too.

Reflection

THINGS LEARNED
Please answer each question below.

1. What are a few things you learned while working on this project?

   I learn certain features such as making the end credit roll from bottom to up, I also learned how to combine videos and where to put each of them so they can sync together.

2. What are you most proud of? What was most difficult for you?

   I'm proud of how I used the effects in some parts of the video and how clean the voiceover was. The difficult part was shooting the video.

3. How effective is your project in communicating the message? Why?

   It is very brief, and it highlights all the important aspects of what needs to be known.