

Project Overview

Objective: To create a promotional video for the Media Department that highlights both the struggles and rewards of being a media major.

Purpose: To shed light on the unseen aspects of a creative life—the effort, challenges, and persistence required to produce work that impacts others.

Challenge: This was the team's first collaborative project, which meant learning how to understand one another's strengths, adapt to different working styles, and build synergy while still delivering on a meaningful concept.

Creative Process

Collaboratively brainstormed how to communicate the unseen struggles of creative work.

Created a storyboard in Canva to guide filming, ensuring alignment among team members.

Filmed scenes that highlighted both the internal challenges of being a media major and the transformational impact of creative work.

Balanced on-set responsibilities as both cinematographer and actor, requiring careful planning and coordination.

Tools & Technologies

Canva – storyboarding and shot planning.

Cameras and lighting equipment for cinematography (department gear).

Outcome & Learnings

Produced a compelling promotional video that resonated with the Media Department's mission and identity.

Gained hands-on experience in team-based collaboration, particularly in understanding how to leverage each team member's strengths.

Strengthened skills in cinematography, pre-production planning, and multi-role contribution (behind and in front of the camera).

Learned the importance of team dynamics in creative projects and how collaboration can elevate storytelling.