Project Brief - Demron Glass

Part 1: Project Pitch

Project Reels is a podcast that I plan to use to teach people about project media do's and don'ts by use of the foundation of Digital Media Story-telling. Using film and television to convey my ideas and knowledge about Digital media storytelling, and twisting that information into terms and guidelines for prospective project makers to learn from and use is the main purpose of Project Reels. I find project trailers and presentation to be vital to a product's success in many scenarios, but through my experience, project media isn't really talked enough about to help someone learn how to properly use it to their advantage. In addition to the podcast itself, I will also have a webpage to house the information about the podcast, and where to listen to it.

My application of an emerging technology is not only the podcast itself, but also the knowledge of digital media storytelling being used to convey ideas and helpful information about the types of project media that we will all use for our capstone. I hope to help people understand how important their project trailers/presentations are to their project as a whole by discussing ideas based around POV, Soundtrack, Pacing, Main Point, etc, in film and television. It's just as important to you as it is for these successful films and shows, and it's a big reason why they became so successful in the first place.

Potential users will have access to six episodes based around the eight main Points of digital media storytelling. These points are Outline, Main Point, POV, Dramatic Question,

Emotional Content, Gift of your Voice, Soundtrack, Pacing, and the Overall purpose of the story. They will also get valuable examples of these ideas being used in popular films and shows that they may have watched in order to get a proper understanding of the point, and relate it to something they love. Users will also have access to a website that houses the podcast in its entirety, with links to each episode on whatever platform they use to listen. If they want to listen directly from the website, they can do that too.

Part 2: Definition, Justification + Exploratory Research

Definition:

Purpose Statement - Learn how to properly implement digital media storytelling into your project media in order to produce a valuable trailer/presentation that will standout from the others by listening to Project Reels.

Overview - Unlike other podcasts that talk about film and television, or those who talk about project management, Project Reels uses examples from film and television to narrow in on certain ideas related to digital media storytelling, and help bring out the best in your project media.

Problem and Solution:

Problem - People tend to focus on their projects in a way that revolves around its features, and usefulness in order to bring in their success, but take their focus away from their project media. Their trailers and presentations are more than likely professional, but don't have the aspects of digital media storytelling that helps to build the foundation for their project. This leads to potential users/their audience viewing their product as boring, and useless, when in reality, they didn't know how to properly showcase their work.

Solution - Project Reels solves this problem by helping people learn how to capture the attention of their audiences, what to include in their trailers, and how to focus on the main purpose of their presentations. By learning about perspective alone (one point of digital media storytelling), you understand that everyone has a different point of view on any given subject. Just this one point from Project Reels could help you make your product appear more appealing to potential users.

Comprehensive Research Report:

Project Reels wasn't an idea that I wanted to create because of other sources necessarily. By being a film student at UGA, I learned a great deal of information on how to make movies, write scrips, and capture attention from an audience. I also learned how audiences think, and what information that they understand based on how it is presented to them. I have also listened to podcasts for years and find them to be valuable funnels of information. Since being in my

master's program, Emerging Media, most of the information that I've learned has been directly focused on our Capstone projects, but not really focused on storytelling and audience capturing. I wanted to make this idea my project because of the lack of information on project media that I, along with other students in this program, have received.

Since this is an original idea, there are any other products that I am able to find that are as specifically narrowed in on this subject. There are project management podcasts, such as "The Project Management Podcast," and there are film buff podcasts, such as "How Did This Get Made," and "Filmspotting." The project management podcast that I mentioned purely talks about project management, and from what I've heard, doesn't mention film and television as a way to improve your project media. The same can be said about the film podcasts. They talk about film, but they aren't using their knowledge on the subject to help people with their project media. Obviously, they are going to do that anyway. They aren't a film/project management podcast. These are all great podcasts, but they aren't focused on using their platform to do what I plan with Project Reels.

I love how these podcasts talk about what they love, but I want to improve on their methods by talking about what I love and know, and using that information to help other people. Imagine if more people started using the information that they know and love in a way that can help someone else succeed. That's what I plan on doing with my podcast.

My inspiration doesn't come from these podcasts, but from my undergrad experience. I have always loved film and television, but what I learned at UGA was much more broad that just that. I learned in depth ways of thinking, and how to apply those methods to things out side of

just film. I wanted to use what I've learned over the years to make a platform to show people how simple it can be to make a jaw dropping trailer, presentation, or pitch for their project.

Introductory Reader - Technology:

To make Project Reels as quality podcast, I am using a personal podcast setup including a microphone, laptop, and a sound editing software. I plan to have the podcast on the most popular streaming platforms with the most important being Apple Podcasts, and Spotify. In addition, there will be a webpage for users to get up to date information on the podcast, links to episodes, and about sections to learn more about the podcast, and about its host.

Features:

Since this project is mainly a podcast, there aren't too many features besides on the webpage.

- About Section: This section will house brief readers about me and the podcast itself.
- Podcast Section: Housing for the podcast episodes, and links to platforms.
- Home Page: Serves as a landing strip for users when they arrive on the site. Has a navigation bar to the other pages.

Development Milestones:

Alpha: Polished webpage, podcast trailer, logo, and cover art.
Beta: 1 episode published, and a cleaner, more professional website.
1.0: Final website, all six episodes published.

Part 3: C.A.R.

Market Justification:

Prospective project makers, especially capstone project designers, need to understand how to precisely craft their project media in order to accomplish the task of wowing their audience. This is important because, without an excited audience, your product isn't likely to flourish into something successful. There are no other podcasts such as Project Reels. This podcast is immediately set above the competition because there isn't any actual competition besides other podcasts who talk about film or project management, but even so, they aren't talking about it in the same way that I will be. They are unrelated. I anticipate for Project Reels to be successful with those who need it. Anyone who doesn't plan on making any type of project, or project media, has no use to listen to it, unless they just like film, or want to learn something new.

Consumer Research:

My target market is mostly graduate students who need to complete some sort of capstone project or something of the same manner. This doesn't necessarily have an age correlating to it 100% of the time, but I'm assuming mostly 20-28 year olds will benefit and find use of Project Reels over other ages. Since my target audience is mainly graduate students, I assume they will have some sort of education backing their pathway. The wants and needs of my audience is to craft a successful project, and to learn from film. They love film and would be excited to interact with their film knowledge in this unique way. My target audience doesn't exclude people who aren't in school, and have a project they are creating. Whether this be for work, or just for fun. This may be a small percentage of my audience, but they are still important.

User Personas

Project Reels Listener

Bio: Justin is a Sales Associate at his local Walmart, and works in the tech department. His favorite activities include hanging out with friends, watching YouTube, and going to the movie theater. He always buys the newest phones, and knows a lot about the current tech. He's been working on a new project in his free time to pitch to his prospective job.

Goals: Get a better job, make money, retire early.

Motivations: challenges, friends, social media

Interests: Technology, Challenging Himself, Watching Film Reviews

Name: Justin Evans
Age: 28
Occupation: Sales Associate
Location: Nashville, TN

Favorite Apps:

Project Reels Listener

Bio: Tristan is a 22 year old graduate student working towards completing his Capstone project in order to graduate. He works as a barista, and loves to watch tv, and browse social media.

Goals: Graduate, Complete Capstone, Learn as much as possible, Get a good job.

Motivations: Film, Friends, Family, and Succeeding.

Interests: Film, Media, Coffee.

Name: Tristan
Age: 22
Occupation: Grad Student/Barista
Location: Athens, GA

Favorite Apps:

Product Comparison:

There aren't any true competitors to Project Reels since no other podcast uses film examples in order to teach people about digital media storytelling principles to use in their project media. It's either film podcasts OR project management podcasts. The reason why there aren't any competitors is more than likely because of the niche category that Project Reels is. Its for a select group of people specifically. Not just people who like film or are working on a project, but for both.

Competitor Research:

For Project Reels, I feel that this section is obsolete simply because of the section above. There are no true competitors. As much as I would love to be able to do this section since it would mean there was a platform for this type of podcast, I simply can't.