CAMPUS CASTING

PROJECT PLAN

SPRING 2024

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ABOUT THE PROJECT

UNIVERSITY OF GEORGIA

Master of Fine Arts in Film, Television and Digital Media

The recently launched Master of Fine Arts in Film, Television, and Digital Media at the University of Georgia equips filmmakers with advanced skills to effectively convey meaningful stories in today's competitive global market.

Our objective is to establish a platform where UGA actors and filmmakers can seamlessly collaborate on projects. This involves integrating Actor's Access accounts with the website. Our ultimate aim is to optimize the website to cater to various user experiences, allowing individuals to use it either as a director or actor.

GOALS

Reach

- Design a platform that is not only a database for UGA directors and actors to communicate with each other, but also highlights student films creating exposure outside the UGA community

Main

- Create a digital, accessible platform to showcase student work
- Allow actors to create searchable profiles, and look for acting projects
- Allow filmmakers to post work opportunities, and view actors available on the platform

Safety

- Offer a marketing plan on how to advertise this platform on UGA campus
- Detailed research on what their target audience is looking for in a platform

CHALLENGES

Privacy

Ensuring the privacy and security of user data poses a significant hurdle. This includes safeguarding personal information, project details, and any other sensitive data shared on the platform.

Visibility and Traffic Generation:

Gaining traction for our website may prove challenging as we compete for attention in a crowded online space, requiring strategic marketing efforts to effectively reach and engage our target audience.

Creating Types of User Profiles:

Designing and implementing diverse user profiles for actors and filmmakers require careful consideration. Balancing the information displayed, customization options, and user interface can prove to be challenging.

Project Plan

CHECKPOINT 1



Jan 30

At this initial checkpoint, we are at the early stages of delving into our project's course. We've conducted thorough research on the program and department with whom we're partnering for this database project. Our efforts have focused on gathering essential research data and strategically planning the trajectory to guide the project in the desired direction.

CHECKPOINTS 2 & 3

Project Plan

Feb 22

- User Research — Morgan & Kayla
- Beta — Angela
- UX Map — Angela

Mar 21

- 1.0 — Angela
- Visual Design Guide — Kayla & Morgan
- Poster — Sara Blake & Angela
- Website Beta — All
- SLAM Promotional Material — All

CHECKPOINT 4 & FINAL DELIVERABLES

Project Plan

Apr 16

- Stage Presentation Beta — Sara Blake & Kayla
- 1.1 Viable Project — Angela
- Launch, Handoff, Social Deliverables — Sara Blake & Morgan
- Resume — All

*Angela will take the lead on creating the website, but the whole team will contribute based on their various skills and abilities.

Apr 23-30

- Operational Project — All
- Stage Presentations — Maddi
- Booth Presentation + One Pager — Sara Blake & Kayla
- Project Trailer — Morgan
- Project Website — Angela
- Final Peer Evaluation — All