## **YEAR PLAN**

### *Cinematography*

### *Maria Romano, Saadia Shahid*

### **McMaster Science Society**

### 2019-2020

(submitted 23 July 2019)

2019-2020 Year Plan

**Letter from the Position**

In the 2018-2019 year, the cinematographers did an amazing job at increasing the production of both MacSci Minutes and promotional videos. They collaborated with the MacSci Minutes team and other MSS members to create unique and engaging videos for the McMaster Science community. In the 2019-2020 year, we intend to continue this level of production while also increasing engagement with the McMaster Science community. We hope to include general members of the MSS in our videos to create a stronger relationship between the MSS and the McMaster Science community.

Maria Romano  
Cinematographer  
[cinematography2@mcmastersciencesociety.com](mailto:cinematography2@mcmastersciencesociety.com)

Saadia Shahid  
Cinematographer  
[cinematography1@mcmastersciencesociety.com](mailto:cinematography1@mcmastersciencesociety.com)

**OBJECTIVES:**

|  |  |
| --- | --- |
| **Objective 1: Production of MacSci Minutes Videos** | |
| **Description/Current State** | In the 2018-2019 year we saw regular posting of the MacSci Minutes videos. |
| **Goal** | We intend to continue the regular posting of MacSci Minutes videos on a bi-weekly basis and help create new video ideas. We will collaborate with the two teams of MacSci Minutes coordinators to create informative and entertaining videos for the McMaster Science community. We also hope to engage science students within the MacSci Minutes videos. We plan on doing this by both having interesting video themes and including science students in the MSM videos. |
| **Barriers to Success** | Weaknesses:   * Trying to balance our academic workload with regular production of MacSci Minutes * Unwillingness of general MSS members to participate |
| **How?** | Strengths:   * Since the MacSci Minutes team has grown to four members this year, there will be more flexibility for everyone to balance their academic workload with MSS responsibilities. * Tightly knit group * Productive people * Constructive criticism between each other to help with editing/production of content   Opportunities:   * After building a strong rapport with the comms team at MSS training, we are able to bounce ideas off each other and collaborate to create great content. * There are many events going on throughout the school year that provides us with a lot of opportunity to create new videos |
| **Long Term Implications** | By continuing to produce biweekly MacSci Minutes videos we will be increasing our engagement with the McMaster Science community while also promoting the MacSci Minutes brand. This will help create a sense of community among McMaster Science. |
| **Partners** | 1. MacSci Minutes coordinators    1. [macsciminutes@mcmastersciencesociety.com](mailto:macsciminutes@mcmastersciencesociety.com) 2. Sam Marchetti: VP Communications    1. [vpcomm@mcmastersciencesociety.com](mailto:vpcomm@mcmastersciencesociety.com) |
|  |  |

|  |  |
| --- | --- |
| **Objective 2: Other Promotional Videos** | |
| **Description/Current State** | There aren’t any videos by the MSS that promote the multiple services that the MSS provides. The intention is to make promotional videos that enlighten the students on the various services that are provided by the MSS and how to access those services. |
| **Goal** | Goal is to create animated promotional videos for MSS services as well as other events by the MSS.   * To achieve this goal, we must learn the software on which we can create the videos * They will support the MSS by raising awareness and increasing engagement by the students in the MacSci community |
| **Barriers to Success** | Weaknesses:   * Lack of knowledge of the software that will be used to make the videos will be a major barrier to success. |
| **How?** | Strengths:   * Willing and eagerness to learn * Having the learning resources available such as Skillshare, Lynda, Youtube tutorials   Opportunities:   * Having multiple opportunities to create the videos throughout the school year will hone our technical skills |
| **Long Term Implications** | - regular release of promotional videos will increase engagement with the Mac Sci community  - Hopefully increasing attendance to MSS events  - Raise the sense of professionalism that the MSS works with |
| **Partners** | Various MSS event and program committees |

**EVENTS & PROJECTS**

|  |  |
| --- | --- |
| **Name of Event/Project: MacSci Minutes** | |
| **DATE** | July - Pilot Video  Ongoing - Release biweekly videos throughout the Fall and Winter term |
| **PURPOSE** | To create entertaining videos for the McMaster Science community and increase engagement between the MSS and its members. |
| **PROCEDURE** | Each of the MSS cinematographers is responsible for producing one MacSci Minutes videos per month. This will involve collaborating with each other, the MacSci Minutes coordinators, and the VP Comms. |
| **DIFFICULTIES** | There is a high level of collaboration involved in the production of these videos so finding a suitable meeting time during busy times may be difficult. Additionally, everyone will have to be willing to manage their time between the MacSci Minutes videos and academic work. |
| **PARTNERS** | The MSS Communications Team, mainly the MacSci Minutes Coordinators |
| **PROJECTED OUTREACH** | All students in the Faculty of Science at McMaster. |
| **BUDGET** | N/A |

|  |  |
| --- | --- |
| **Name of Event/Project: Promotional/Recap videos for MSS events** | |
| **DATE** | September:   * I Love Science Day promo/recap   December:   * Formaldehyde promo   Jan- April:   * Quantum Leap Promo/recap * Formaldehyde Recap * Nuit vert recap * MacSci musical promo |
| **PURPOSE** | - Increased engagement and for outreach purposes  - Informing the MacSci community of the events that are hosted for their benefit and engagement |
| **PROCEDURE** | The cinematographers working together in coming up with a solid idea for the theme of a certain promotional video/ recap video which will then be shot and edited by one of the cinematographers for whom it’s more convenient due to academic schedules. |
| **DIFFICULTIES** | Academic schedules/responsibilities that may overlap with the shooting and editing timelines, and also skill-level but we hope to learn from online resources to improve our skills. |
| **PARTNERS** | McMaster Science Society (all branches). |
| **PROJECTED OUTREACH** | All students in the Faculty of Science at McMaster. |
| **BUDGET** | N/A |

**GOALS TO STRIVE FOR**

**5 things that you wish to have prepared for the beginning of September:**

1. #ThisIsMacSci video completed and up in May
2. Promo videos for w*elcome week* completed.
3. *MacSci Minutes Pilot* video
4. *Meet Your Execs* video
5. Setting a schedule for who is going to film & edit what video

**5 things to be completed during the fall term (1st):**

1. Release a video biweekly
2. Recap video or ILSD, The Haunt
3. MacSci Minutes Videos
4. See where our budget is and talk with VP Comms and VP Finance about getting a new mic for MacSci Minutes
5. Promotional videos

**5 things to be completed during the winter term (2nd):**

1. **Promo videos for Formaldehyde, MacSci Musical, and Nuit Vert**
2. **Recap videos for Formaldehyde, Quantum Leap, and Nuit Vert**
3. **MacSci Minutes Videos**
4. **Put out videos related to student life events**
5. **Transition reports/talk with incoming cinematographers, give advice**

**TIMELINE**

|  |  |
| --- | --- |
| **Month** | **Objective/Project/Event/Goals** |
| May | - #ThisIsMacSci video |
| June | - MacSci Minutes Pilot Video |
| July | -Brainstorm ideas for MacSci Minutes Videos and other promotional videos |
| August | - Mid-August: Film the welcome week recap video together and release WW promo video  - Talk to WW planners about promo video (Adina, Toni, Pratik) |
| September | - Early Sept: release welcome week recap video  - *Meet Your Execs* video  - MacSci Minutes videos  - ILSD promo/recap videos |
| October - April | - Promo/recap videos:  The Haunt  Formaldehyde  Nuit Vert  MacSci Musical  Quantum Leap  - Produce any other requested videos by the MSS  - Transition reports |