**COMMENCEMENT HIGHLIGHTS REEL**

**PROJECT OVERVIEW**

A highlights reel of Champlain College’s annual commencement, featuring clips from speakers, footage of students, and candid shots of authentic emotions expressed from parents, family, friends, and graduating students. Graduation is always an emotional time. Students are happy to be finished, excited to graduate, sad to leave their friends and Burlington; parents are proud of student accomplishments and happy to be there to celebrate with them in their successes. This video should show the highlights from the day’s events; it should show the event timeline in order from procession, ceremony, recession, and post-celebration, weaving in key soundbites from speakers, CU shots showing emotions from students, families, parents, etc… and should leave the viewer with a “feel-good”, happy emotions.

**GOAL**

* Collect footage of speakers and B-roll of graduating students, family and friends to convey the emotions and feelings of commencement for social media audiences.
* Secondary usage MAY be for MKTING and ADV for prospective students to highlight college success and welcome into alumni family.
* Particular attention paid to diversity and gender

**AUDIENCE**

* Current Students, especially graduating seniors
* Alumni
* Parents
* External Community

**TIMELINE**

* Filming: May 14, 2016
* Production:
	+ May 15, 2016 — May 29, 2016
	+ first draft delivered by May 29, 2016
* Edits/Review:
	+ Reviewed by Nichole & other stakeholders: May 30, 2016 — June 5, 2016
	+ Edits to Ryan by June 6, 2016
	+ Edits to video: June 6, 2016 — June 10, 2016
	+ Second Review: June 10, 2016 — June 17, 2016
	+ Additional Edits to Ryan: June 17, 2016
	+ Final Edits: June 17, 2016 — June 24, 2016
* **Final deliverable deadline: June 25, 2016**

**DISTRIBUTION**

* Social Media
* Web
* POSSIBLE: Admissions email
* POSSIBLE: Advancement web, social media, email

**SHOT LIST**

**PRE-CEREMONY**

* Shots of campus/tent, setting up, etc…
* Students getting caps, gowns, etc… on
* Hugging friends and family
* Taking photos together
* Looking excited & nervous
* Creative close-up shots
* Pans of the crowd
* Interviews - asking people how they feel, any shoutouts or thank-yous they’d like to make, words to their fellow classmates

**CEREMONY**

* Faculty walking in
* Students walking in
* bagpipers
* Close up shots of student faces (waving/smiling at camera, watching ceremony, etc…)
* Close up of creative caps
* Parents/crowd
* Shots of every commencement speaker —Footage from ceremony will be available from RETN for speakers and audio; collect additional angles from live stream cameras for visual effect.
* President shaking hands/handing out degrees
* Emotional moments between students, students & family, students & faculty, etc…
* Moving tassels
* Throwing caps

**POST CEREMONY**

* Students exiting
* Faculty exiting
* Demonstrations of emotions, i.e. tears, smiles, hugs.
* Pictures with parents/family/etc...

**RECEPTION**

* Interviews - asking people how they feel, any shoutouts or thank-yous they’d like to make, words to their fellow classmates
* Students taking photos with Instagram frame/Backdrop, props, etc…

**EXAMPLES**

<https://www.youtube.com/watch?v=3KQn5w8OQK8>

<https://www.youtube.com/watch?v=iEhtSpzcIro>

<https://www.youtube.com/watch?v=4W4aVv0_UQk>

<https://www.youtube.com/watch?v=u_Ldx3oYdqg>

<https://www.youtube.com/watch?v=aw90EbvNrlM>

<https://www.youtube.com/watch?v=ZFF6zWGiKyU>

<https://www.youtube.com/watch?v=h8nmNqWMRD4>

<https://www.youtube.com/watch?v=9bxubvBWogM>

<https://www.youtube.com/watch?v=q_IhorcjVbQ>

**COMMENCEMENT LOGISTICS INFORMATION**

**Saturday, May 14, 2016**

9:00a.m. Graduates check-in and line-up – 2 different sites

Associates – Finney Quad-Juniper Hall

CCM – Finney Quad-Valcour Hall

CPS – Finney Quad-Butler Hall

EHS – Perry Hall Tent

ITS – Perry Hall Tent

Stiller – Perry Hall Tent

9:00 a.m. All gates open for guests (we cannot open gates any earlier than 9 a.m. due to the amount of work that needs to be accomplished inside the tent). Wheelchair entrance opens for guests (by Lakeview residence hall).

9:40 a.m. Graduates leave locations and head down promenade; Faculty will line each side of the promenade so you can walk between them

10:00 a.m. Commencement – Tent on the Edmunds Field Bagpipers join you at the promenade and lead you into the tent

12:30 p.m. Reception for graduates and families – Perry Hall Tent