**GAME OF CONES**

~ 1 minute or under

Budget: $25 for props/expenses, 30 hours student labor

**PROJECT OVERVIEW**

Parody on the Game of Thrones opening credits to capitalize on the popularity of the television show and showcase highlight local areas to eat ice cream in Burlington, VT.

It should mimic the aesthetic style of the opening credits and help the viewer make the connection: slow pans, movement, and close ups to show intricate details. It has tilts from low angles with objects & subjects rising up, and slow, spinning shots to move from left to right.

The opening credits begin with a bird’s eye view of a map, zooming in to each area to show more detail. In the absence of a map, transition shots will be needed to show the outside locations/identify the business; then, it should move in to show details of each business’s product.

Video will end similar to opening credits, on logo; it will look similar to the Game of Thrones logo, but the type and visuals will be altered to read “Game of Cones”.

**GOAL**

* Highlight local businesses and show variety in ice cream availability.
* Build engagement and affinity with prospective students to aid in anti-melt initiatives by referencing relevant pop culture.
* Raise visibility of Champlain College through leveraging local and national business reach through re-shares/re-posts.
* Gain possible press coverage through creative, innovative content.

**AUDIENCE**

* Prospective students
* Champlain community (faculty, staff, current students)
* External businesses & respective audiences

**TIMELINE**

* Filming & production:
	+ May 30, 2016 — June 5, 2016
	+ first draft delivered by June 5, 2016
* Edits/Review:
	+ Reviewed by Nichole: June 5, 2016 — June 11, 2016
	+ Edits to Ryan by June 11, 2016
	+ Edits to video: June 11, 2016 — June 18, 2016
	+ Second Review: June 19, 2016 — June 25, 2016
	+ Additional Edits to Ryan: June 25, 2016
	+ Final Edits: June 25, 2016 — July 1, 2016
* **Final deliverable deadline: July 1, 2016**

**DISTRIBUTION**

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

**EXAMPLES**

<https://www.youtube.com/watch?v=s7L2PVdrb_8> - Opening credits

Other “parody” videos or videos done in the same style:

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

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

<https://www.youtube.com/watch?v=ewqjZo7zcSA>

<https://www.youtube.com/watch?v=usOfZxCMJX8>

**EQUIPMENT**

* Camera
* Tripod
* POSSIBLE: Glidecam

**SHOT DETAILS**

**LOCATIONS**

* Ben & Jerry’s Scoop Shop, Church St.
* Lake Champlain Chocolates, Pine St.
* Burlington Bay, Waterfront
* Soyo, Pine St.

**SHOTS**

* Beginning shot of the sun shining (to mimic opening shot of GoT)
* Establishing shots of locations
* Medium shots of cones
* Close up of cones
* Close up of ice cream being scooped
* Waiting in line
* Thermometer to show warm temperatures
* Cones of ice cream rising up into the shot, slow motion
* Slow motion close ups of it being scooped, toppings added
* Ice cream dripping down the cone
* Ice cream being twirled into the cone
* Ice cream being covered with sprinkles/ chocolate
* Show subject enjoying his/her cone
* Pans of name signs