**CHAUNCEY’S FINALS CHEER**

**PROJECT OVERVIEW**

Finals can be a difficult time and stressful time for students. Chauncey’s Finals Cheer is a heartwarming, engaging video tells the story of Champlain College’s mascot, Chauncey, setting out to spread cheer to students during finals week, boost their spirits and hopefully help them make it through with a smile. He performs small acts of kindness, provides hugs, and encourages students to keep working hard.

**GOAL**

* Build positive affinity and encouragement to current students during Finals week
* Secondary usage for MKTING for prospective students to showcase a caring and supportive community as well as brand personality.

**AUDIENCE**

* Current students
* Prospective students
* Parents
* External communities

**TIMELINE**

* Filming & production:
  + November 12, 2016 — November 28, 2016
  + first draft delivered by November 28, 2016
* Edits/Review:
  + Reviewed by Nichole: November 28, 2016 — December 1, 2016
  + Edits to Montse by December 1
  + Edits to video: December 1— December 5, 2016
  + Second Review: December 5, 2016 — December 7, 2016
  + Additional Edits to Montse: December 7, 2016
  + Final Edits: December 7, 2016 — December 11, 2016
* **Final deliverable deadline: December 11, 2016**

**DISTRIBUTION**

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

**EQUIPMENT/PROPS**

* Camera
* Tripod
* Basket
* Snacks/goodies
* Sign, “Good Luck on Finals!”

**SHOT LIST**

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| --- | --- | --- | --- |
| **LOCATION** | **FRAME** | **ANGLE** | **DESCRIPTION** |
|  |  |  | *FADE IN* |
| Int. — Dorm room | CU | EL | Chauncey putting on cape |
| Int. — Dorm room | MS | EL | Chauncey leaving room, entering hallway |
| Int. — Dorm hall | LS | EL | Chauncey walking down hallway to leave building |
| Int. — Dance studio | LS | HA | Chauncey gathered with members from dance team, preparing to dance |
| Int. — Dance studio | MS/CU | EL | Chauncey dancing among dance team |
| Int. — Dance Studio | MS/CU | EL | Another angle of Chauncey dancing, twirling |
| Int. — Dance Studio | MS/CU | EL | Another angle of Chauncey dancing, twirling |
| Int. — Dance Studio | MS/CU | EL | Another angle of Chauncey dancing, twirling |
| Int. — Dance Studio | MS/CU | EL | Shots of dance team members dancing around/with Chauncey |
| Int. — room | CU | EL | Chauncey putting snacks in basket, multiple shots with different snacks/goodies |
| Int. — room | CU | EL | Chauncey with “Good luck on finals!” sign |
| Int. — study area | MS | EL | Student studying/preparing for finals, PANS to Chauncey appearing with finals sign |
| Int. — study areas, library, computer lab, | MS/CU | EL | Multiple shots; Chauncey handing out snacks from basket to students preparing for finals |
| Int. — study areas, library, computer labs, | CU | EL | CU of student faces, expressing surprise, delight, etc… for Chauncey & snacks/sign |
| Int. — Dining hall | CU | HA | Chauncey helping to swipe meal cards |
| Int. — Dining hall | MS | EL | Chauncey handing out snacks |
| Int. — Dining hall | MS | EL | students taking snacks from Chauncey |
| Ext. — Courtyard | LS | HA/EL | Chauncey dancing with sign for students |
| Ext.— Courtyard | MS/CU | EL | Chauncey dancing in Courtyard |
| Ext. — Courtyard | MS/LS | EL | Chauncey giving out high fives/hugs to students passing by, multiple shots |
| Int. — Library | MS/CU | EL | Chauncey helping librarian put back books |
| Int. — Library | MS/CU | EL | Chauncey walking through library |
| Int. — Hallway | LS | EL | Chauncey walking down hallway to computer lab |
| Int. — Computer lab | MS | LA | Chauncey appearing through study room window with sign or giving thumbs up |
| Int. — Computer lab | MS | EL | Student reactions to Chauncey with good luck sign, multiple shots |
| Int. — IDX building | MS/LS | EL | Chauncey delivering hugs/high fives to students around building, multiple shots |
| Ext. — Night, courtyard | LS | EL | Chauncey leaving building, walking away from camera |
| Int. — Dorm room | ECU | HA | Chauncey hand opening notebook with “To Do: Make people smile” written on inside; Chauncey hand crosses off list item |
|  |  |  | *FADE OUT* |