

YEAR PLAN

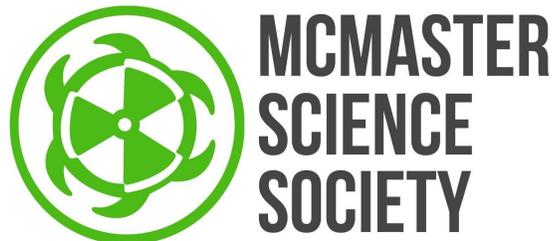
Cinematographer

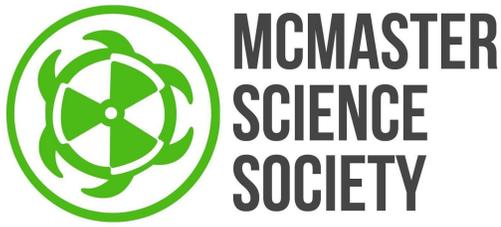
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McMaster Science Society

2020-2021

(Submitted July 6, 2020)





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2020-2021 Year Plan

Letter from the Position

Hey MacSci!

We're so grateful and excited to be the cinematographers for this upcoming year! Our position mainly involves providing the science community with informative, entertaining, and high quality video content as seen through our MacSci Minutes series and through our promos. We fully intend to meet the standards and build off of the content created by the previous cinematographers by continuing to uphold the quality, detail, and skill that is evident in all the videos produced. During this year, we will strive to improve on those aspects in as many ways as we can and will seek to increase community engagement through the promotion of several MSS events.

On a broader scale, we aim to make cinematography itself a more accessible service for the student body. We would like to increase the promotion of smaller club-based events and activities, rather than only focusing on the larger clubs. We are also focusing on encouraging students to participate in the cinema process whether it be through workshops that teach students about the editing softwares, or allowing students to be directly involved in videos spanning from showcases of student research to funny science related Tiktoks. Especially given that much of the school year will be only accessible online, this connectivity is more vital than ever, with emphasis on content catered towards incoming first years.

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Cinematographer

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OBJECTIVES:

Objective 1: Consistent and frequent video uploads	
Description/ Current State	<p>In the past video uploads have been more sparse and irregular</p> <ul style="list-style-type: none"> - MacSci Minutes is where this is most noticeable, with Lee-ran and Sohnia only having the opportunity to do one video for Winter term 2020 - Given the online fall term, consistent and more frequent uploads will be very beneficial
Goal	<p>MacSci Minutes videos being released bi-weekly, with some exceptions during busy times</p> <ul style="list-style-type: none"> - Equal camera time for both sets of coordinators, switching back and forth between them for each upload - Strengthen communication between cinematographers and coordinators to increase planning effectiveness and efficiency - Improve personal editing techniques to increase time efficiency without decreasing quality - Equal balance of workload between cinematographers as well as collaboration on projects to increase the amount of ongoing projects at a given time - Work around and learn from technical errors that may affect the filming and editing process
Barriers to Success	<p>Due to COVID-19 there are many additional barriers to the filming process that would not be present in normal circumstances. The cinematography and MacSci Minutes team have been working to overcome these barrier effectively, however, they still may have an impact on the video content itself</p> <ul style="list-style-type: none"> - With everyone in their hometowns video filming requires frequent commutes - With a closed campus it is difficult to get people involved in MacSci Minutes videos and for the MSM team to come up with new ideas - No in-person events to promote for the fall term - Filming videos is more difficult given the social barriers and health precautions such as social distancing and gathering limits - The equipment for filming cannot be stored on campus



	<p>Strengths: The Comms team as a whole is very driven and works around these barriers smoothly</p> <p>Weaknesses: On the job training can lead to technical hiccups</p> <p>Opportunities: The limited video ideas allow for more out of the box content and editing</p> <p>Threats: If campus remains closed for the winter many more planned videos will not be possible especially if an online alternative cannot be organized</p>
How?	<ul style="list-style-type: none">- Scheduling time for commutes during film days- Planning ahead of time which cinematographer will film the next video so that they can take the equipment- Communicating with MSM coordinators during idea brainstorming to help come up with new concepts and plans- Find ways to get students involved virtually (ex. recorded Zoom calls)- Ensure the enforcement of safety measures and social distancing during shoots (ex. disinfecting equipment before and after use, maintaining social distancing)- Engagement on videos can be increased by working with the MSM Coordinators to encourage conversation and commenting on the video topics and to possibly add hidden easter eggs into the videos
Long Term Implications	<ul style="list-style-type: none">- With an upload schedule in place, viewers will know when new videos are to be released and therefore can look forward to and expect them, increasing engagement on videos- Engagement can be increased by adding "easter eggs" to the MSM videos. Viewers can guess the amount added, and if correct, there could be some sort of reward (shoutout, mini gift card etc.) and this could make viewers more motivated to keep up with the bi-weekly MSM videos.- Frequent uploads and increased creativity on the content can help make videos feel more interactive and engaging for viewers, such as with Q&A sessions, motivating viewers to comment, ask questions, and pitch ideas to the MSM coordinators and cinematographers directly through Facebook,

	<p>with the MSM coordinators encouraging comments and viewer responses to fuel future videos</p> <ul style="list-style-type: none"> - Coming up with new creative filming and editing techniques due to the barriers posed by COVID-19 can help strengthen the online presence of the MSS in the long term and increase the creativity of the content - Increased planning and communication between the cinematographers and the coordinators for the planning will strengthen the flow and energy of the videos overall
Partners	<p>Nathalie, VP Communications vpcomm@mcmastersciencesociety.com</p> <p>Devon & Tina, MSM Coordinators macsciminutes2@mcmastersciencesociety.com</p> <p>Lee-Ran & Sohnia, MSM Coordinators macsciminutes@mcmastersciencesociety.com</p> <p>Rameen Jamil, Social Media Coordinator socialmedia@mcmastersciencesociety.com</p>

Objective 2: Increase connectivity and accessibility to cinematography	
Description/ Current State	<p>Majority of the promo videos over the last few years have been centred on big annual events, with less of a spotlight on smaller club based events or individuals achievements and initiatives. An online fall term also means that many will feel less connected to the campus community due to lack of in-person events and gatherings taking place</p>
Goal	<ul style="list-style-type: none"> - Help showcase events, initiatives, research, and other noteworthy causes taking place online, to help students feel involved and aware of the science community and their presence during the duration of the pandemic - Give more of a chance for lesser known causes to showcase themselves through video promos or highlights - Give individual students, especially first years, a chance to participate in the online community through participating in videos themselves (ex. Tiktok submissions, virtual Q&A videos) - Conduct workshops online or offline to teach students how to do cinematography themselves

<p>Barriers to Success</p>	<ul style="list-style-type: none"> - Event cancellations due to COVID-19 - Many may not feel compelled to participate in online run video events due to lack of connectivity to the school community whilst learning from home <p>Strengths: The Comms team and MSS executive team as a whole is doing their best to accommodate for the online fall term</p> <p>Weaknesses: Many students are not aware of the MSS social media and videos</p> <p>Opportunities: The Comms team can grow to be stronger than ever during this time of online reliance</p> <p>Threats: Lack of events and clubs on or offline, winter term going online</p>
<p>How?</p>	<p>There is no way to work around the unfortunate potential scenario that events continue to get cancelled, those opportunities for videos will simply have to be passed on to the events that are running</p> <ul style="list-style-type: none"> - There is a higher likelihood that the events taking place will be smaller which is helpful for increasing connectivity - Spreading the MSS further across platforms such as tiktok and increasing the use of features such as instagram and snapchat stories for spreading information - Brainstorm ideas continuously to find ways to connect with students online throughout the year - Creating a request form for groups outside of the MSS to apply for a potential video will allow an organized way to take requests and organize them into the regular schedule
<p>Long Term Implications</p>	<ul style="list-style-type: none"> - Showcasing club based and individual causes now and in the future will strengthen community ties to the MSS and increase demand for videos over time - Increasing connectivity will help first years integrate themselves into the community which will help them with their transition to university overall - Creative ideas brainstormed during this time can potentially stick around as recurring video events or annual video content
<p>Partners</p>	<p>Nathalie, VP Communications vpcomm@mcmastersciencesociety.com Rameen, Social Media Director</p>

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EVENTS & PROJECTS

Name of Event/Project: Formaldehyde Highlights 2020	
DATE	End of January
PURPOSE	To promote and spread the word on ticket sales for the formal
PROCEDURE	Attend formaldehyde to collect footage and organize it into a reel of the best parts of the night
DIFFICULTIES	MacSci Minutes is usually filmed at the same time so equipment is shared between the two projects
PARTNERS	MacSci Minutes Coordinators, Formaldehyde Coordinators
PROJECTED OUTREACH	All McMaster science students
BUDGET	\$0?

GOALS TO STRIVE FOR

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

1. Welcome video for the Class of 2024
2. Videos pertaining to science welcome week events
3. Consistent Tiktok upload schedule in place
4. Video promoting the MSS team and its role
5. Video promoting how students can get involved during first year

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

1. An online cinematography workshop
2. Virtual Q&A video between first years and upper years
3. Video showcasing campus facilities to new students
4. Tiktok video contests
5. Video pertaining to university exams and studying

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

1. Quantum Leap video promo
2. Formaldehyde video promo & recap video
3. In-Person workshop (if possible)
4. Video showcasing Hamilton

5. Promo a handful of small events or individual causes

TIMELINE

There is a high degree of uncertainty as to what events will occur and when during the winter months, this timeline represents the expected events that would occur for an in-person winter term.

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> - Welcome Class of 2024 Video - Beginning of consistent MSM uploads
July	<ul style="list-style-type: none"> - Stockpile video ideas for the year - Form plans for online filming methods and ways to involve students
August	<ul style="list-style-type: none"> - Welcome Week highlights video and/or video involving the Sciclones
September	<ul style="list-style-type: none"> - Virtual Q&A between first years and upper years - Potential club promo videos
October	<ul style="list-style-type: none"> - Online workshop
November	<ul style="list-style-type: none"> - Tiktok video contest
December	<ul style="list-style-type: none"> - Video pertaining to exams (MSM? or potentially something new)
January-April	<ul style="list-style-type: none"> - Promo/Recap videos for: <ul style="list-style-type: none"> - Formaldehyde - Quantum Leap - MacSci Musical - etc. - Begin on campus videos involving students (MSM) - Showcase clubs with in person events or clubs accepting new members