

Video Production Emphasis

# The Life Medley

Aubrey Cooper

Featuring Life Stories  
About Overcoming  
By: Devony Maybury,  
Ashlynn McClure,  
and Merissa Pincock

Senior Showcase Fall 2024

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**“Your hardest times often lead to the greatest moments in your life. Keep going. Tough situations build strong people in the end.”**

**Roy T. Bennett**



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# Devony Maybury's Story

## Story Analysis:

Devony Maybury served a mission in the Chile, Santiago West mission. After her mission for a few months, she started to have back issues. Initially, it made one leg go numb. It continued to get worse, which eventually made both legs go numb. She got sent home a few weeks early and had to navigate medical treatment.

# DEVONY MAYBURY'S CREATIVE BRIEF

## 1 / WHAT IS THE OBJECTIVE?

*A very big goal for this project is to create awareness on a variety of topics such as: mission life, physical pain, and being sent home from the mission early.*

## 2 / HOW WILL WE MEASURE SUCCESS?

*The goal is engagement and for those to be able to connect to each other.*

## 3 / WHO ARE WE SPEAKING TO, AND WHAT DO WE KNOW ABOUT THEM?

*The target audience is young adults that are looking to find more meaning in their life and to overcome a challenge in their life.*

## 9 / THINGS TO KNOW

### INSPIRATION

*Juan Melara's Color Grading*

## 4 / WHY SHOULD THEY CARE?

*Everyone goes through struggles and helping understand someone else's story helps unite everyone as a whole.*

## 5 / HOW CAN THEY GET INVOLVED?

*These videos will be posted on social media and interactions can be through the comment sections. This project could continue and there could be others involved.*

## 6 / WHAT WILL THEY TALK ABOUT?

*The biggest hope is to spark a deeper conversation with those around them about things they are going through and what lessons they've learned.*

## 7 / WHAT FOLLOW-UP ACTION CAN THEY TAKE?

*There will be the trailer video presented at the Senior Showcase, but the full videos can be watched on social media.*

## 8 / WHAT WILL THEY SAY ABOUT OUR BRAND?

*The theme of this project will be overcoming to view life in a different way.*

## 10 / THINGS TO REMEMBER

### CHECKLIST

- Location: Her office
- Go through her old mission emails for B-roll
- Find color grading inspiration
- Find some music that is cheery and others that go with a heavier mood

### CUTDOWNS NEEDED

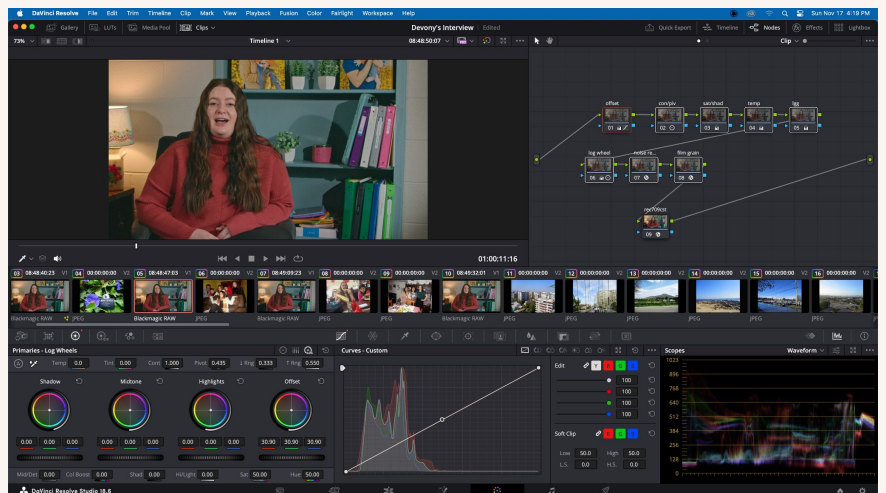
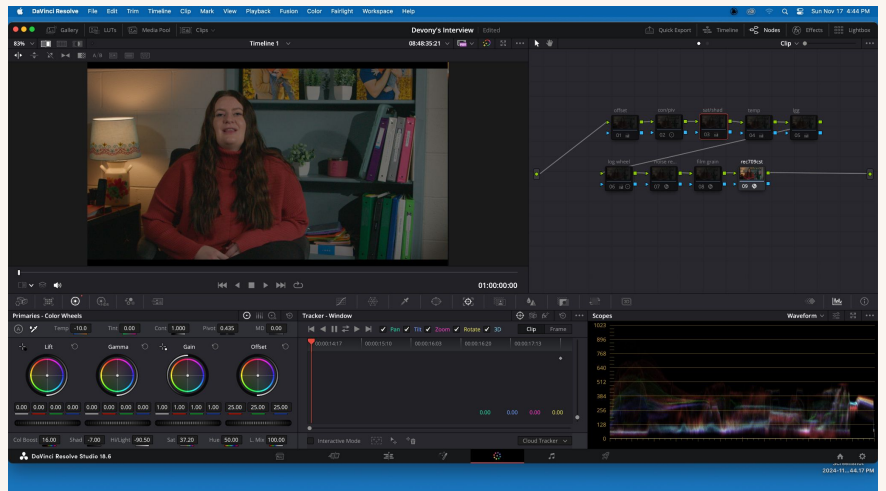
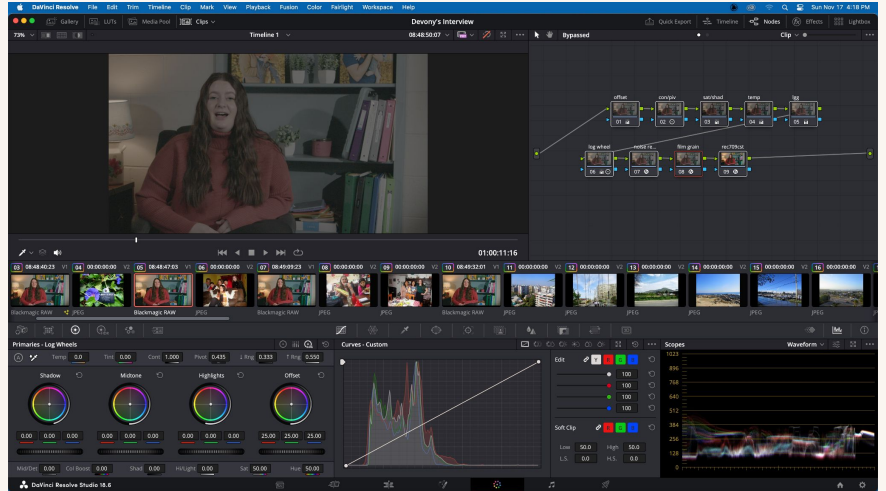
- The story with her mission president
- Sort through wanted and unwanted B-roll

THIS IS THE MOST IMPORTANT PART

## 11 / TIMINGS/DEADLINES

## 12 / BUDGET

# Color Grade Process and Node Trees



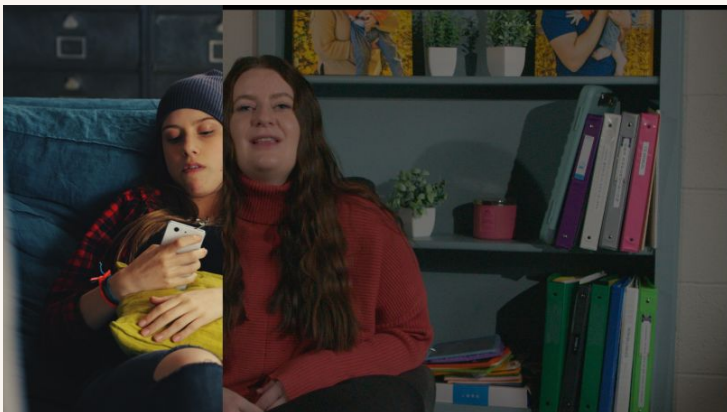
# Juan Melara Color Grading Inspiration



Juan Melara's Color Grading



The Shot Captured In RAW

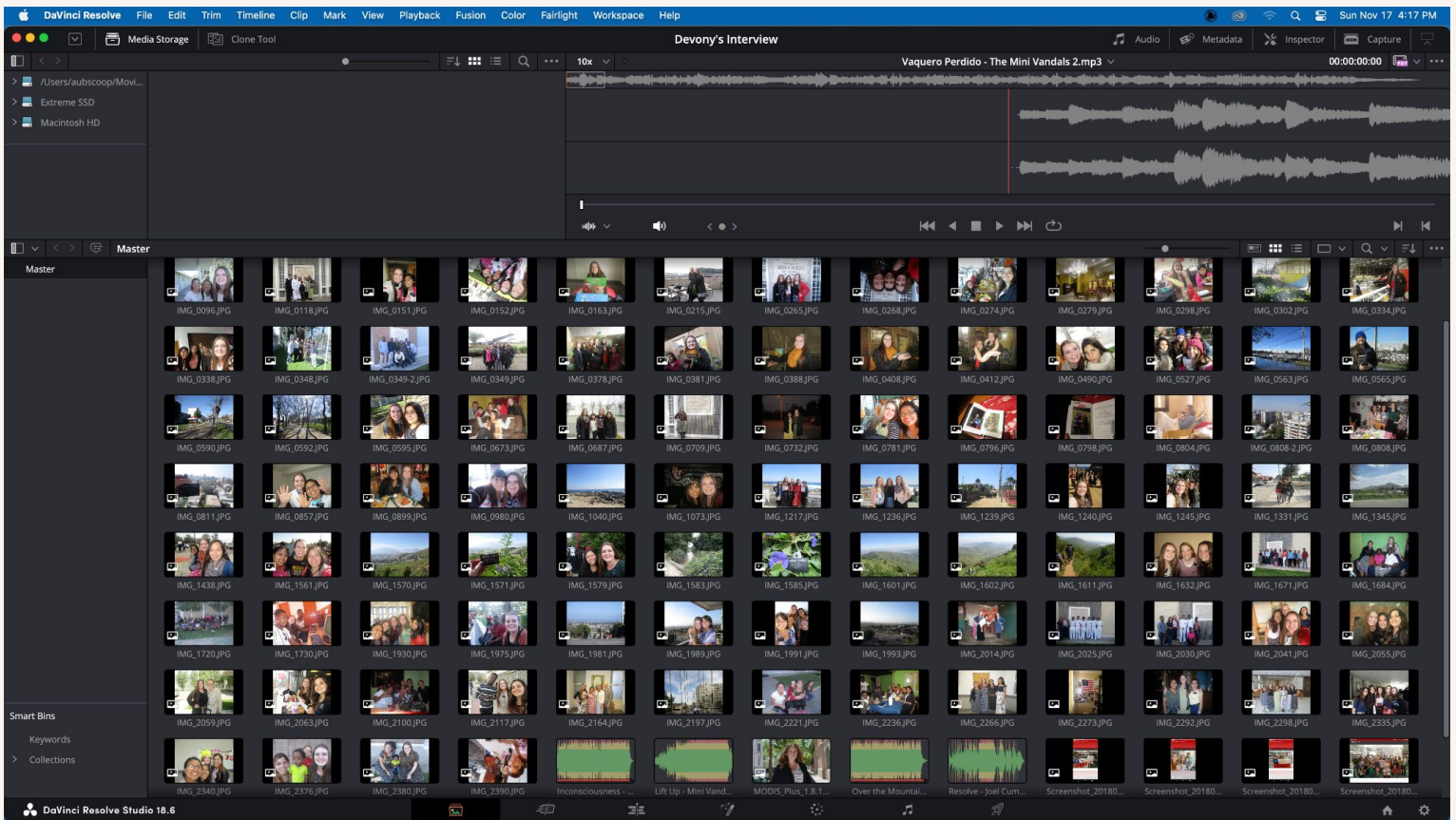


The Shot After a Color Space Transform, Changing it from RAW to Rec. 709

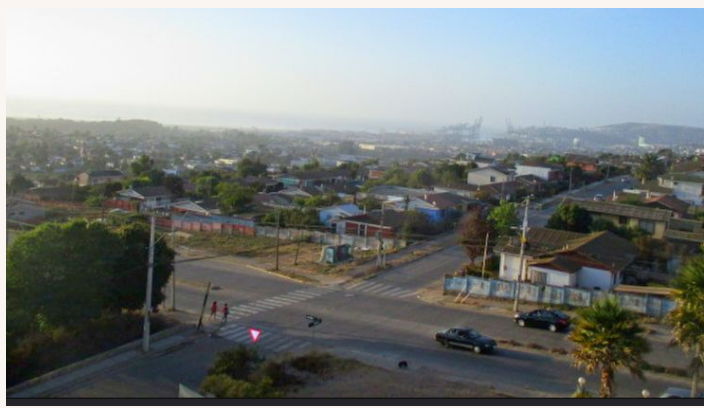
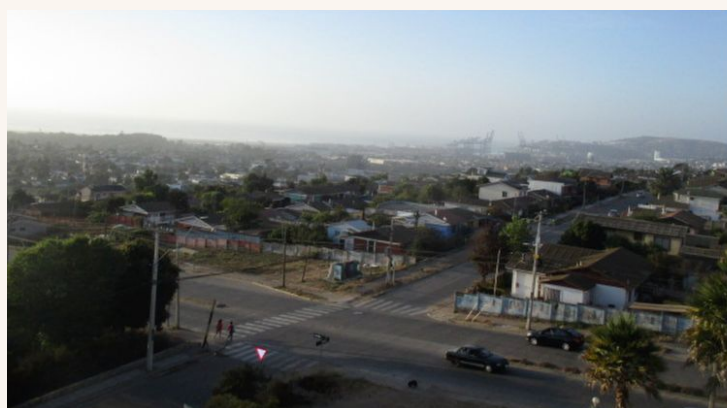
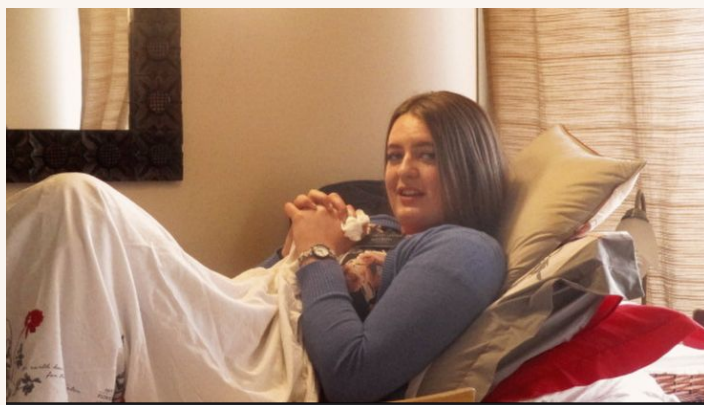
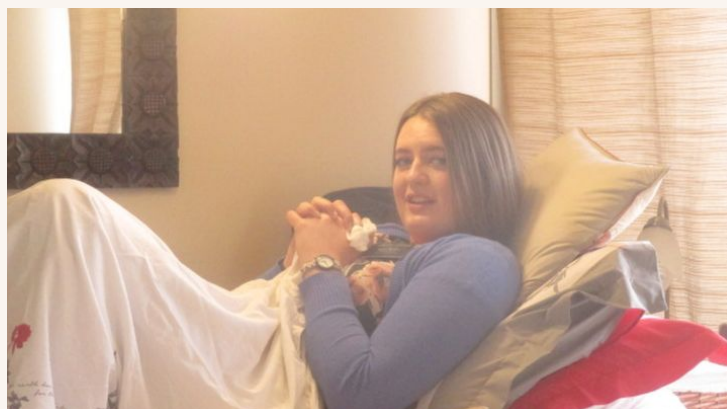


The Shot After Color Grading Using The Inspiration Shot

# B-roll Inventory



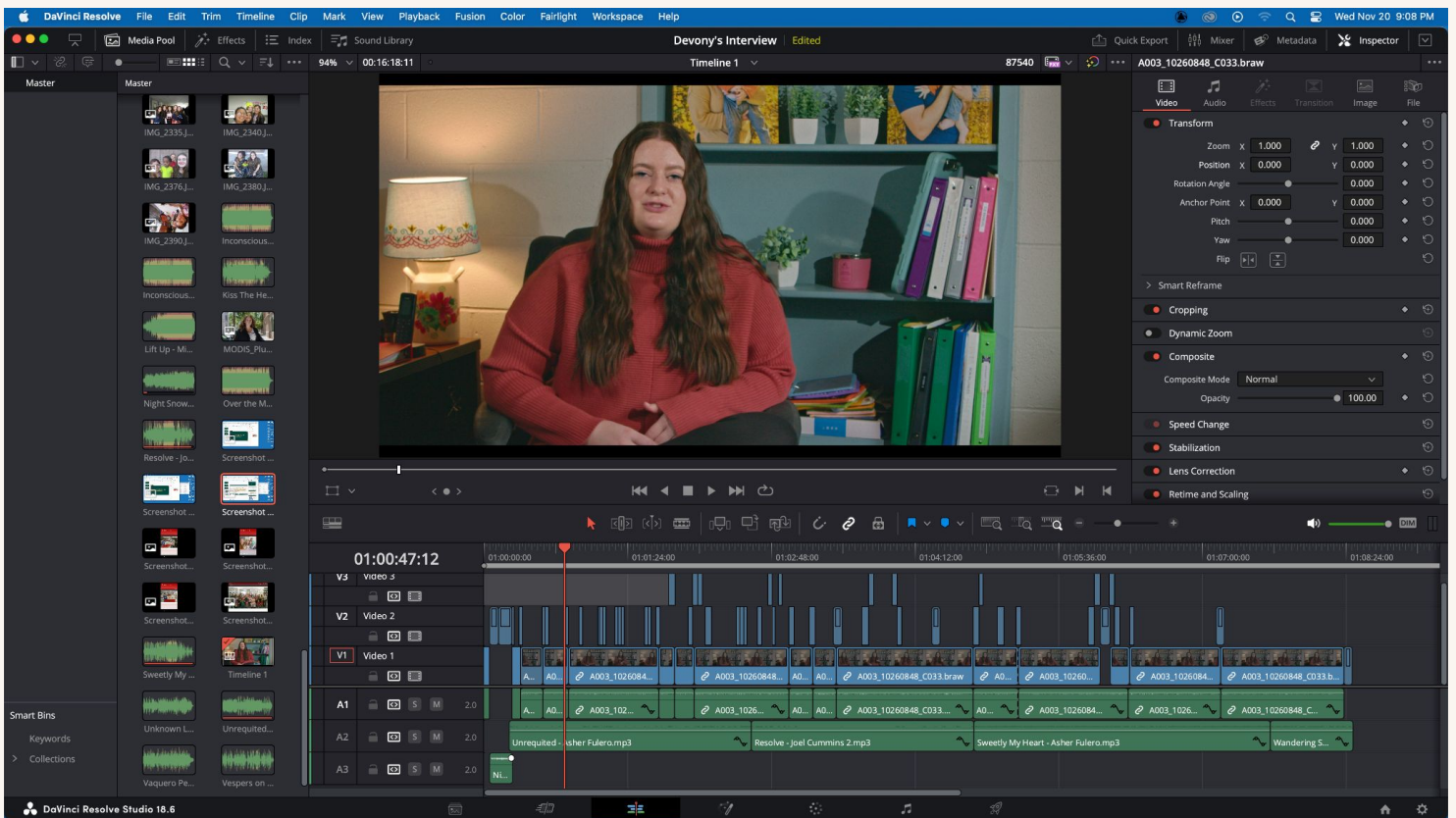
# B-roll Before and After Comparisons



# B-roll Before and After Comparisons



# Timeline



# Ashlynn McClure's Story

## Story Analysis:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In eleifend placerat diam. Proin diam sapien, vulputate a dignissim porttitor, vestibulum in lacus. Suspendisse id erat tempus, efficitur orci quis, faucibus leo. Nunc suscipit vel orci elementum varius. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam at mattis nunc. Quisque commodo sem et massa molestie commodo.

# ASHLYNN MCCLURE'S CREATIVE BRIEF

## 1 / WHAT IS THE OBJECTIVE?

*The goal of Ashlynn's video is to create awareness of POTS and also to create compassion for others.*

## 2 / HOW WILL WE MEASURE SUCCESS?

*The goal is engagement and for those to be able to connect to each other.*

## 3 / WHO ARE WE SPEAKING TO, AND WHAT DO WE KNOW ABOUT THEM?

*The main part of the audience will be young adults and those that*

## 9 / THINGS TO KNOW

### INSPIRATION

*Juan Melara's Color Grading*

## 4 / WHY SHOULD THEY CARE?

*The purpose of this video is to inspire and help understand what others around them are going through.*

## 5 / HOW CAN THEY GET INVOLVED?

*Getting engaged in the comment section is big. This project could continue if people wanted to share experiences that they feel like could help others.*

## 6 / WHAT WILL THEY TALK ABOUT?

*The hope is to spark questions to each other about how to help each other more and the trials that everyone goes through.*

## 7 / WHAT FOLLOW-UP ACTION CAN THEY TAKE?

*Besides the trailer video at the Senior Showcase, the full video can be watched online. A bar code will be provided.*

## 8 / WHAT WILL THEY SAY ABOUT OUR BRAND?

*The goal is to unite others and help bring about more understanding through the trials and life experiences that everyone goes through.*

## 10 / THINGS TO REMEMBER

### CHECKLIST

- Location: Aubrey's apartment
- For B-roll, Ashlynn will go through her gallery
- Find color grading inspiration
- Find music that feels inspirational in a heavier way

### CUTDOWNS NEEDED

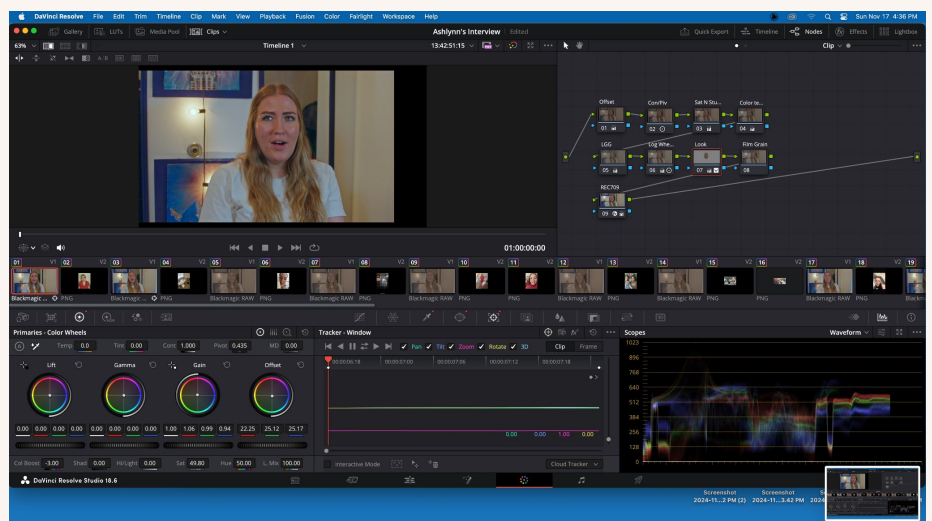
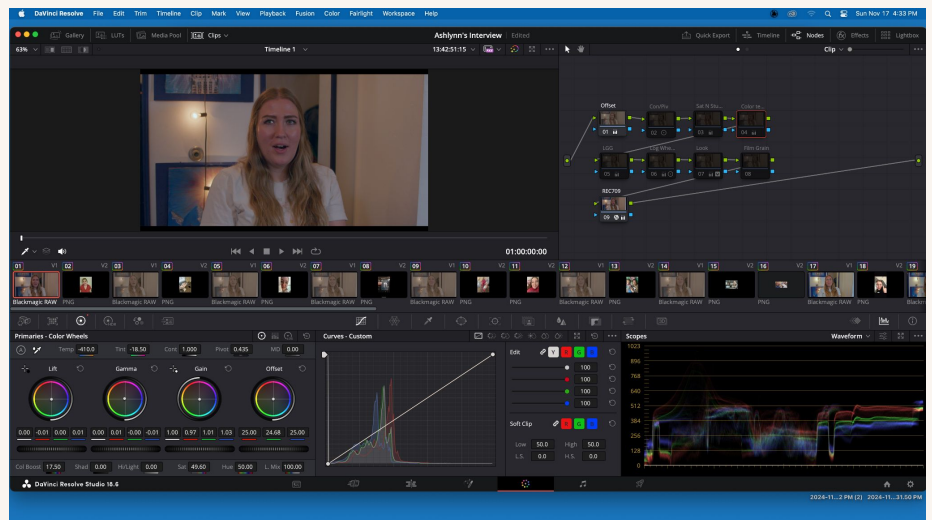
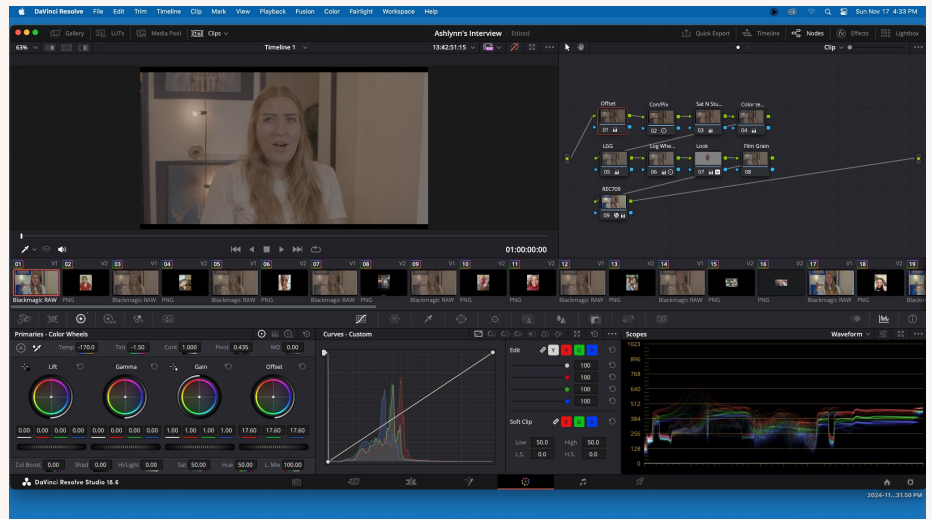
- Possibly the olympics part
- Cut out extra noise

## 11 / TIMINGS/DEADLINES

## 12 / BUDGET

THIS IS THE MOST IMPORTANT PART

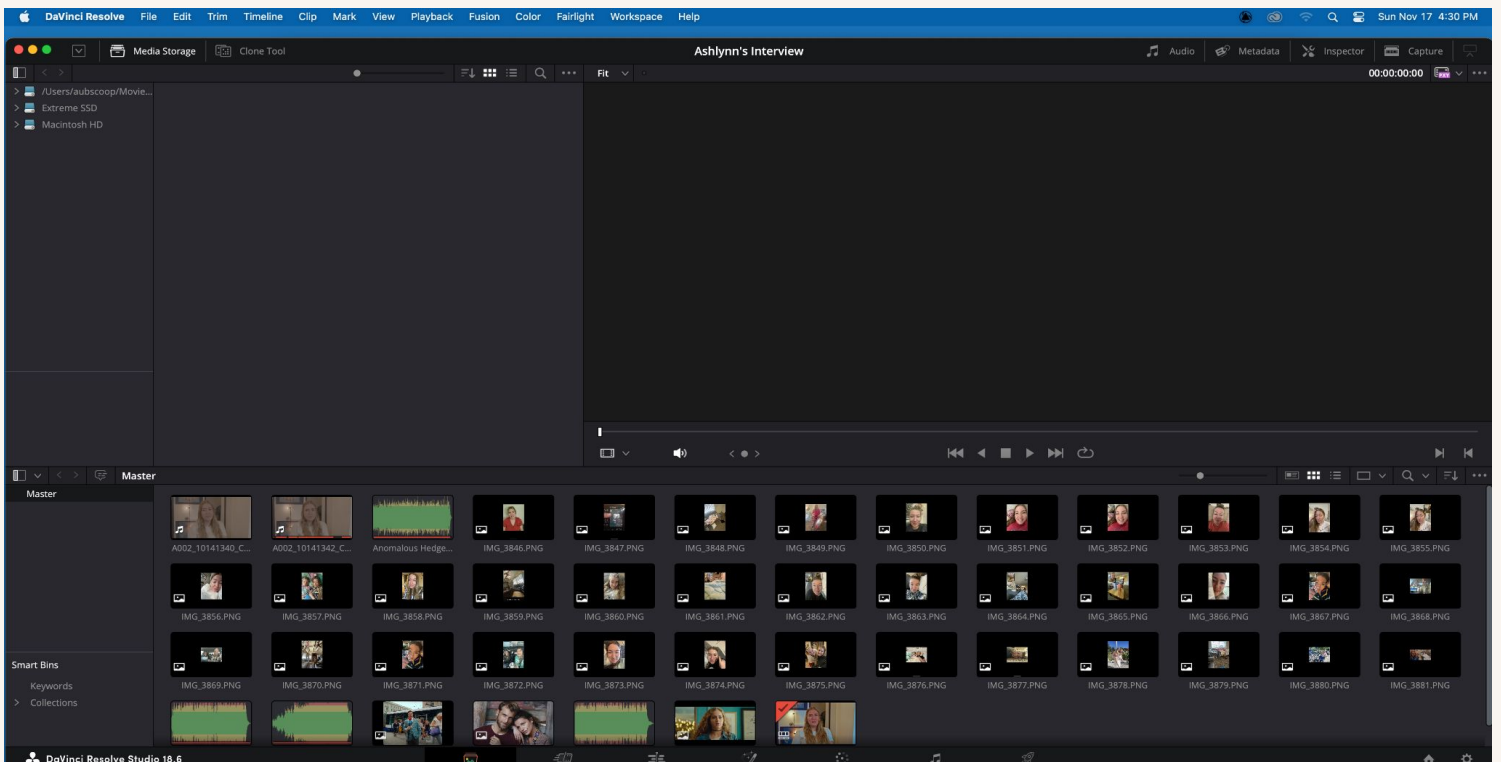
# Color Grade Process and Node Trees



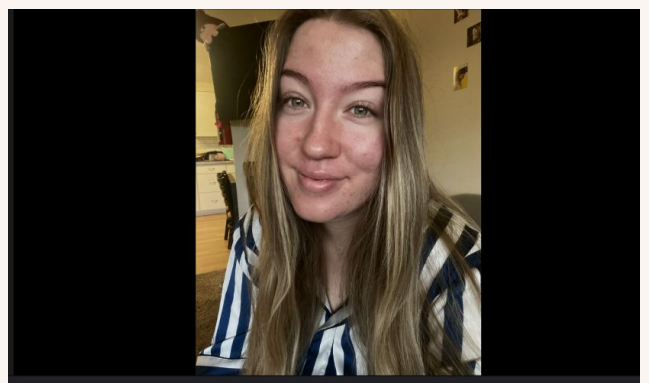
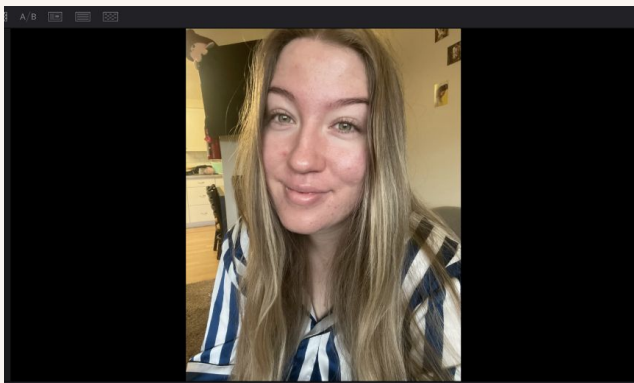
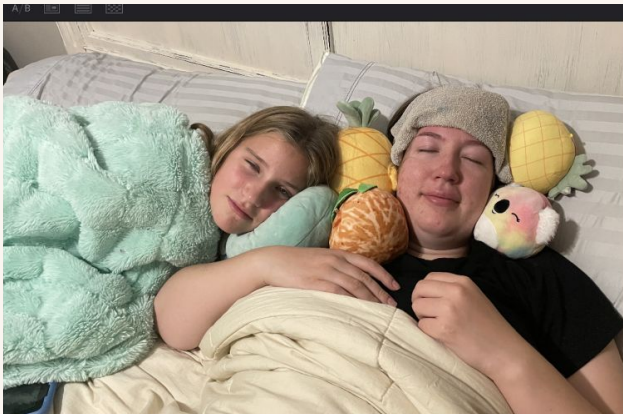
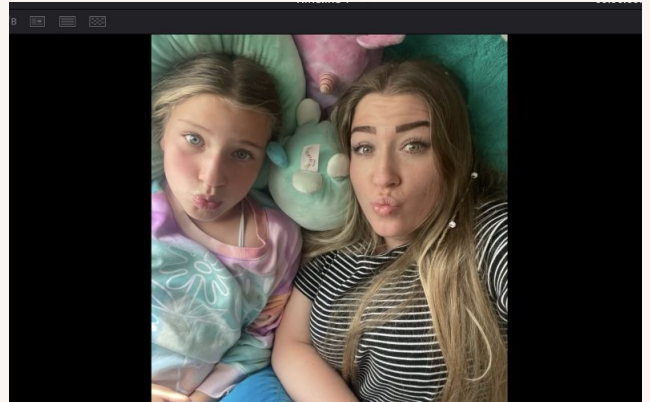
# Juan Melara Color Grading Inspiration



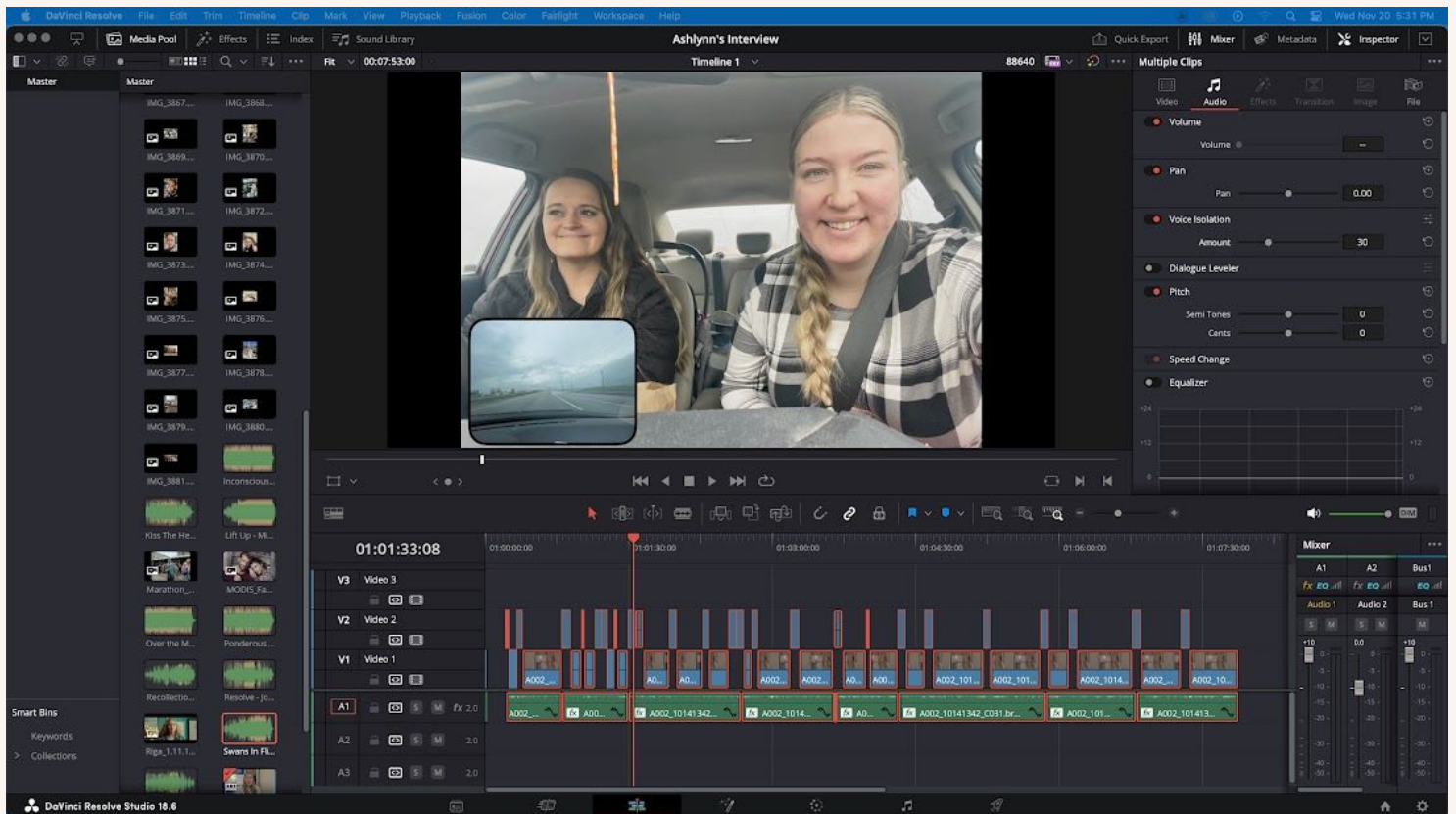
# B-roll Inventory



# B-roll Before and After Comparisons



# Timeline



# Merissa Pincock's Story

## Story Analysis:

Merissa lost her brother when she was in high school. It was a hard experience that allowed her to get closer to her family while she had to handle the loss. It now helps her to connect with others on a higher level.

# MERISSA PINCOCK'S CREATIVE BRIEF

## 1 / WHAT IS THE OBJECTIVE?

*The purpose of this piece is to be able to see that really hard and deep trials can and do happen to many around us. Merissa's story is one of heartache, which she is not alone in.*

## 2 / HOW WILL WE MEASURE SUCCESS?

*Success will be measured by the engagement of the video through comments and views.*

## 3 / WHO ARE WE SPEAKING TO, AND WHAT DO WE KNOW ABOUT THEM?

*The target is young adults, but truly anyone who is going through something hard or wants to be able to connect more with those who are going through hard times.*

## 4 / WHY SHOULD THEY CARE?

*Hearing Merissa's story can help everyone realize how deep trials can go for others. Anyone around them can be going through rough times.*

## 5 / HOW CAN THEY GET INVOLVED?

*People can get involved by commenting on the videos or being able to have deeper conversations with those around them.*

## 6 / WHAT WILL THEY TALK ABOUT?

*They can ask others more about things that are affecting them in a hard way and what they can do to help lift them up.*

## 7 / WHAT FOLLOW-UP ACTION CAN THEY TAKE?

*Actions can be taken in daily life to always find those who need some uplifting.*

## 8 / WHAT WILL THEY SAY ABOUT OUR BRAND?

*The purpose of this series of interviews is to show the ability to overcome. It is something that everyone has in them.*

## 9 / THINGS TO KNOW

### INSPIRATION

*Juan Melara's Color Grading*

## 10 / THINGS TO REMEMBER

### CHECKLIST

- Location: Northpoint Amenities
- B-roll will be sent through Merissa
- Find color grading inspiration on Juan Melara's website
- Find music that correlates with loss, but also hope

### CUTDOWNS NEEDED

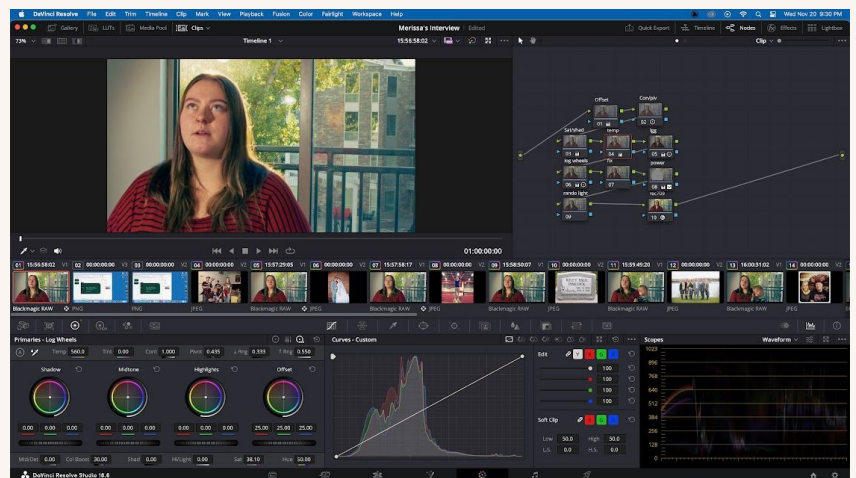
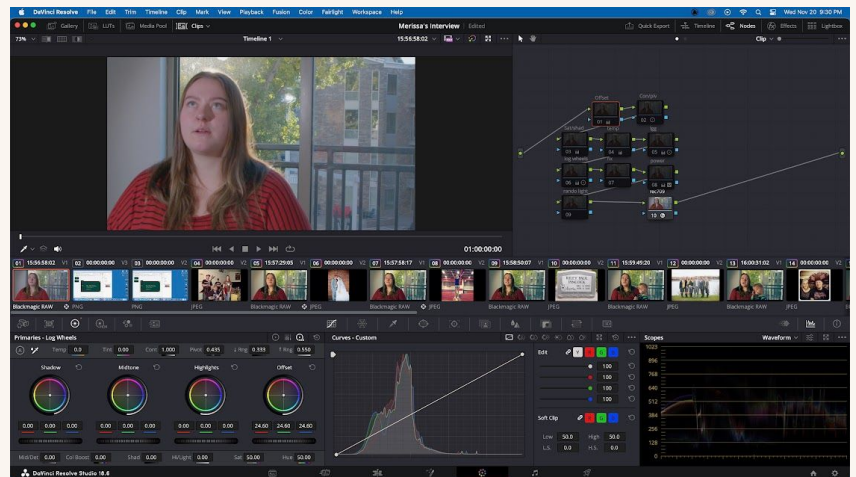
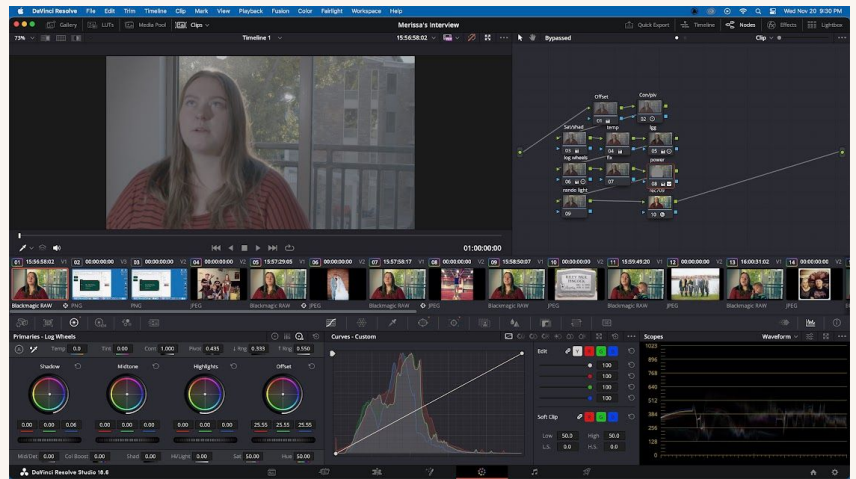
- Make sure color grading stays consistent through different lighting
- That the background will not be too distracting

## 11 / TIMINGS/DEADLINES

## 12 / BUDGET

THIS IS THE MOST IMPORTANT PART

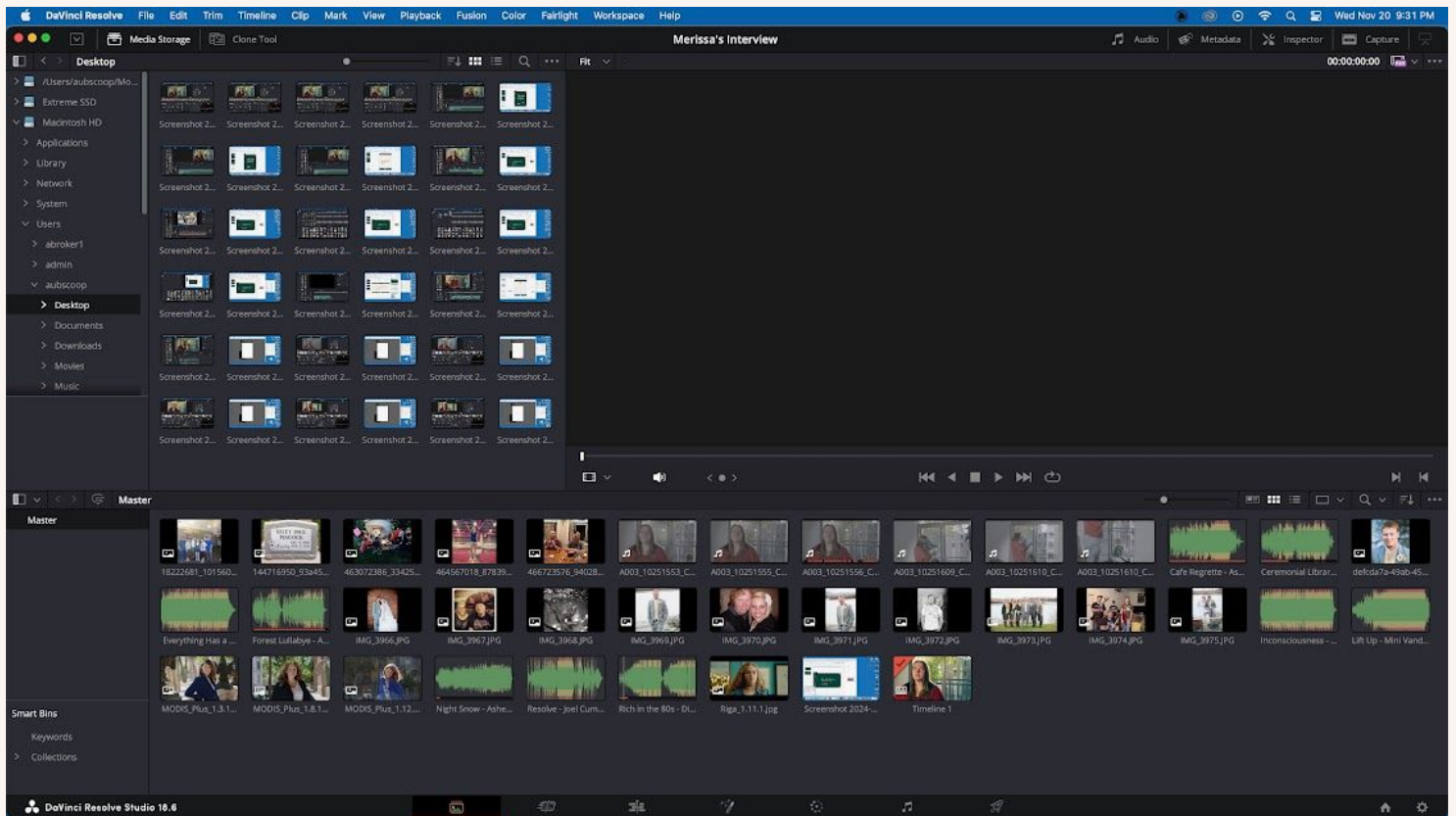
# Color Grade Process and Node Trees



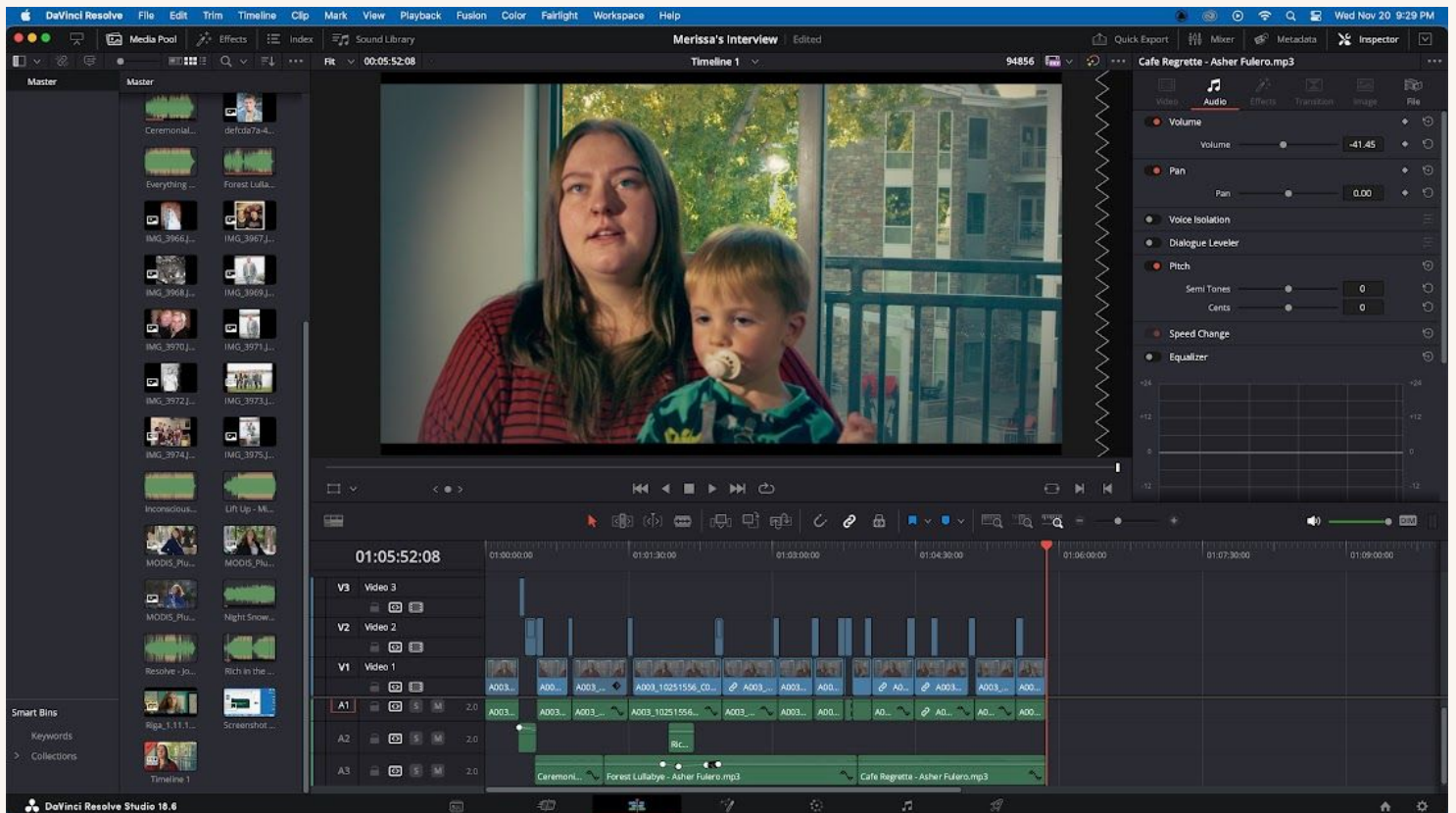
# Juan Melara Color Grading Inspiration



# B-roll Inventory



# Timeline



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Senior Showcase Fall 2024

Thank You