# STEAM FORWARD – EPISODE 9
## Lights! Camera! Action!

# [Teacher]

**Welcome to STEAM FORWARD!**

**Lights, Camera Action!**

*Career: Motion Graphics Designer*
*Episode: Lights! Camera! Action!*

GP Television & Photography is one stop shopping for video production. It is one of Atlanta's biggest production facilities.

To take an idea and turn it into a video we'll learn that there are <u>a lot</u> of moving parts, and Motion Graphics Designer Devon Hosford shows us the art, math, and technology we'll need to get us there.

During this episode, hosted by Dr. Meisa Salaita, Devon shows us the magic behind movie making.

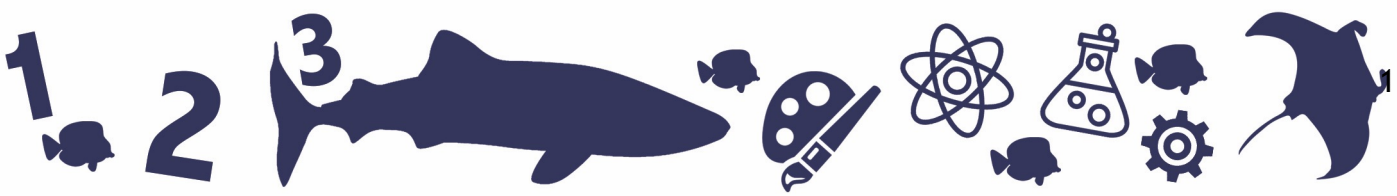**OBJECTIVES: Why am I learning this?**

At the completion of this mini-unit, you will be able to:

1. Develop a budget
2. Plan a production
3. Create a production

**THE ESSENTIALS:**

**ASK & ANSWER**

1. How does a concept go from script to screen?

2. How do technology and math apply to the arts?

3. How do you create a budget?

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**Activity 1**

**Video segment:** 00:00–2:10

**OBJECTIVES: Why am I learning this?**
At the end of this lesson, you will be able to:
1. Plan an educational production
2. Create a budget
3. Use math to make decisions.

**Introduction**

Its your turn to come up with a production idea!  The first step is to decide what you want your film or production to be about!

<span style="color:red">This is a great exercise for teams.  Teams of 2-4 individuals are ideal, but you could consider doing this exercise as an entire class too.</span>

1. Decide what you would like to make a short video or production about.  It can be anything in science, technology, engineering and math!  Think about something you could highlight in your school, community, or home.  Use the space below to write a short paragraph about the topic you choose and what you want people to learn from your video.

<span style="color:red">Accept all reasonable answers.</span>
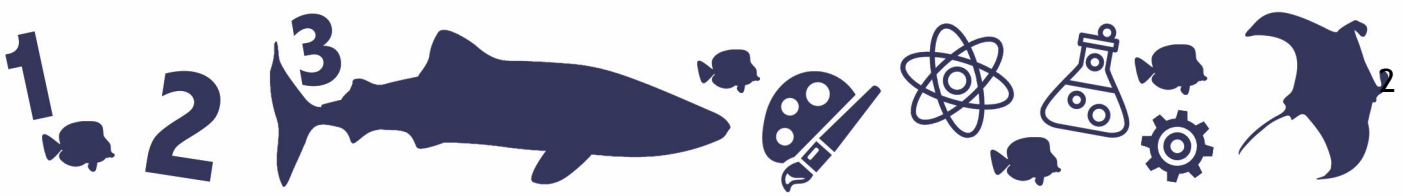
# [Teacher]

Next, you need to come up with a "storyboard" for your show.  In the boxes, draw the basics scenes you want to film.

2.  On the lines next to them write the information you want to be sure is included in the scene.

Encourage students to use "the rule of thirds" in their drawings for the storyboard.  Ask students questions about what they are trying to get across with each scene and how long it might take.  Use this time to reinforce learning about the topic of the video.
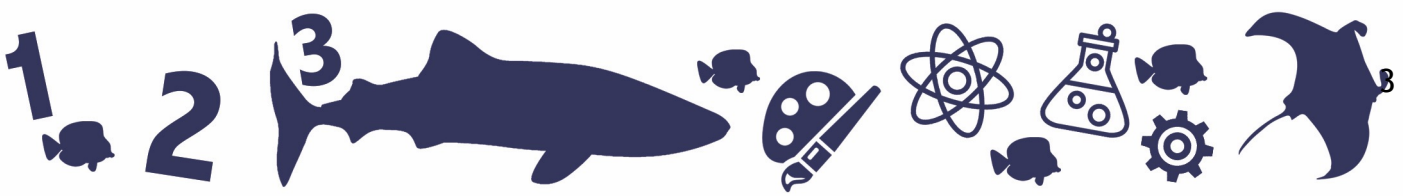
# [Teacher]

Math is really important to productions if you

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are going to stay on time and on budget.

3. Use the information in Table 1 below to create a budget for your film using Table 2.  You have to keep it under $10,000!

**Table 1.** Production costs.  A day of work for a production crew results in about 5 minutes of final film

| Item | Unit | Unit Cost |
|------|------|-----------|
| Day of production crew time | Per day | $1,000 |
| Editor time | Per minute of final film | $250 |
| Special effects | Per minute of final film | $1,000 |
| Music | Per minute of final film | $50 |

**Table 2.** Production budget

| Item | Unit Cost | Units | Total cost |
|------|-----------|-------|------------|
| Day of production crew time | $1,000 per day | | |
| Editor time | $250 per minute of final film | | |
| Special effects | $1,000  per minute of final film | | |
| Music | $50 per minute of final film | | |
| | | | |
| TOTAL COST | | | |

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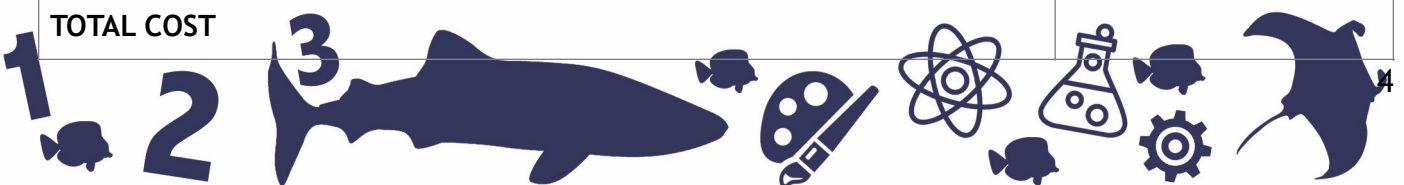
# [Teacher]

Based on your budget, how long will your final film be?

Accept all reasonable answers.  Make sure that students stay on budget and that calculations are correct.
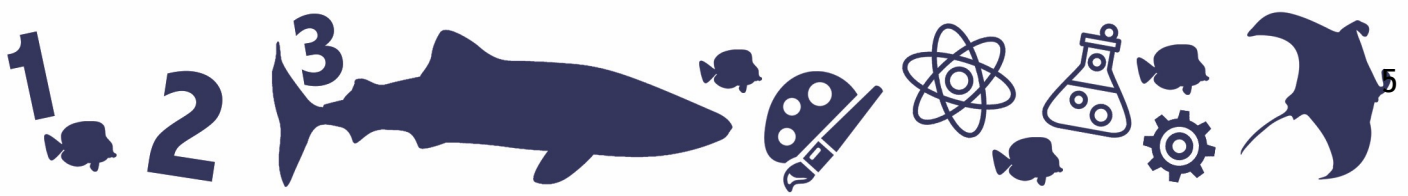
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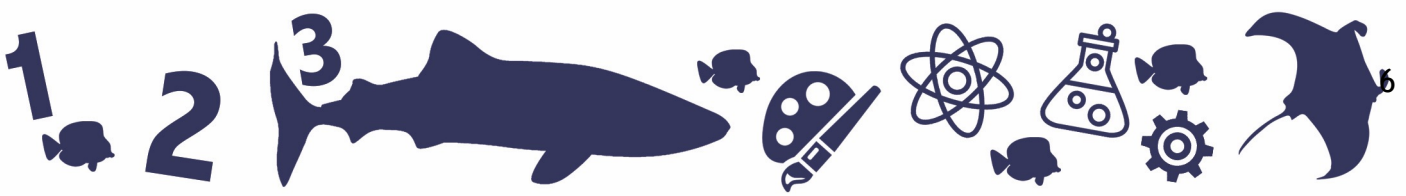
# [Teacher]

**Activity 2**

**Video segment:** 2:15–3:53

**OBJECTIVES: Why am I learning this?**
At the end of this lesson, you will be able to:
1. Produce a video

Unfortunately, that $10,000 budget didn't come through.  But, we still need a production. Use the materials you have in your class or at home to create a play or a video about your topic!

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MEET AN EXPERT

**Meet: Devon Hosford, Motion Graphics Designer at Georgia Pacific Studios**
**Savannah College of Art & Design**
**Major: Motion Media Design**

**What is the most exciting part of your job at Georgia Pacific?**

The most exciting part of my job at Georgia-Pacific is the challenge of solving problems creatively through design and video production. I love communicating big ideas to diverse audiences. Every new project that comes across my desk is a unique communication challenge. I enjoy figuring out how to communicate my client's ideas in a fun and exciting way, through visual storytelling, that helps their audience understand and connect with the core message.

**What advice do you have for students interested in doing what you do?**

My advice for any student who is interested in design, animation, or video production is to listen to your heart and trust your gut…but most of all—GO FOR IT! Sometimes folks have trouble understanding the value in the arts, but art and design are so important to our world, especially in how we communicate and learn. We need all different types of professionals to create the experiences that we enjoy and depend on. Don't be afraid to follow your creative passion, because if you love what you do, everything else will follow. If you love what you do for a living, work won't ever seem like "work".

**What is something surprising or unexpected about your career path?**

It's surprising and exciting that more and more platforms utilize motion design in their content. When I started studying Motion Media Design, Snapchat wasn't even a thing yet, but now it's a major part of the Motion Design business.

**What do you say to students who ask "Why am I learning this?"**

I like to think of learning as an opportunity to try something new. You never know when you'll get a chance to learn about video production and design, so stay positive and curious. It's hard to identify if you have a passion for the arts if you don't get a chance to learn more about it and try it out for yourself. Give everything you learn your full attention and enthusiasm, because you never know what you'll fall in love with as a career. I go to work every morning thinking to myself: "Man, I sure am lucky that I get to go to work and have fun for a living.". Even though I have challenges in my work, because I love what I do, I feel like I have fun every day, and I would never be here if I didn't take the time to learn about this exciting and rewarding field.