

# YEAR PLAN

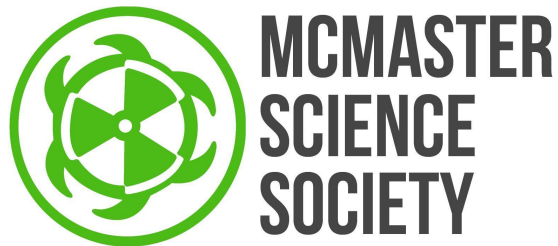
*Cinematography*

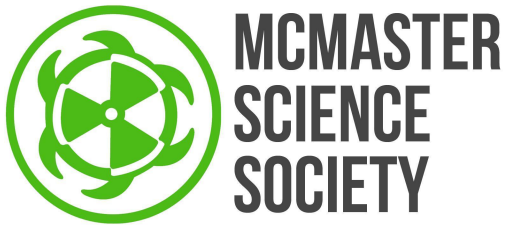
*Ella Zhao, Noha Loy, Tyler Kwan*

McMaster Science Society

2023-2024

(submitted 2023-09-02)





1280 Main St. West  
Hamilton, ON, L8S 4L8  
905-525-9140 Ext: 23322  
Burke Science Building (BSB), B108

## 2023-2024 Year Plan

Hey MacSci!

We're absolutely thrilled to be the cinematographers for this upcoming school year! The role of this position is to film and edit any videos the MSS needs. This year, the bulk of our projects will be event recap videos and MacSphere videos (previously known as MacSci Minutes). We also expect to receive requests for other videos to be made throughout the year. This year we hope to uphold the level of quality of videos made by past cinematographers, and make a few key changes to the video styles in order to increase student engagement. We're also so excited to be able to film back in person and hope to get some new energy into our projects.

Lots of love,

Ella Zhao, Noha Loy, Tyler Kwan

Cinematographers

[cinematography@macsci.ca](mailto:cinematography@macsci.ca)

## TIMELINE

Month	Objective/Project/Event/Goals
June	<ul style="list-style-type: none"> <li>- Learn about logistics, equipment, and resources of MSS</li> <li>- Discuss and plan with Macsphere coordinators</li> </ul>
July	<ul style="list-style-type: none"> <li>- Establish Macsphere episode release dates</li> <li>- Work on Macsphere intro animation</li> <li>- Eliminate Director of Photography and condensed to Director of Cinematography → Transition previous photographers into the cinematography role</li> <li>- Meet with MacSphere coordinators to plan out WW content and post schedule</li> </ul>
August	<ul style="list-style-type: none"> <li>- Finishing touches on Macsphere intro</li> <li>- Macsphere EP 1 (intro)</li> <li>- Macsphere EP 2 (day in the life)</li> <li>- MacSphere EP 3 (faculty quizzes_</li> </ul>
September	<ul style="list-style-type: none"> <li>- Filming for Exec Video Intros / Headshots</li> </ul>
October	<ul style="list-style-type: none"> <li>- Cinematography Workshop</li> <li>- Macsphere: Halloween</li> <li>- Filming for Exec Videos</li> </ul>
November	<ul style="list-style-type: none"> <li>- Release Exec Video Introductions</li> <li>- MacSphere Movember Video</li> <li>- MacSphere Exam Related Video</li> <li>- Cinematography Workshop</li> </ul>
December	-
January	<ul style="list-style-type: none"> <li>- MacSphere Welcome back video</li> <li>- MacSphere Prof Series</li> </ul>
February	<ul style="list-style-type: none"> <li>- Women in STEM video</li> <li>- Black History Month Video</li> <li>- MacSphere Prof Series</li> </ul>
March	<ul style="list-style-type: none"> <li>- Macsphere: Formaldehyde</li> <li>- Cinematography Workshop</li> <li>- MacSphere end of year video recap</li> </ul>



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	<ul style="list-style-type: none"><li>- MacSphere Prof Series</li></ul>
April	<ul style="list-style-type: none"><li>- Macsphere: pre-exam video</li><li>- Macsphere: farewell video</li></ul>

OBJECTIVES:

MacSphere	
Description/ Current State	<p>Continue with MacSphere rebranding</p> <ul style="list-style-type: none"> <li>- Take into account shorter attention spans - quick, fun, and informative videos</li> <li>- Transition back into in-person filming and planning</li> </ul>
Goal	<p>Update videos to be more seamless on Instagram Reels and TikTok</p> <ul style="list-style-type: none"> <li>- Vertical orientation, audios, shorter clips</li> <li>- Stay up to date on trends</li> <li>- Work on adding extra elements to videos               <ul style="list-style-type: none"> <li>- Animated introductions and sequences</li> <li>- Sound effects and pop-ups</li> </ul> </li> </ul> <p>Increase engagement through MacSphere</p> <ul style="list-style-type: none"> <li>- Ensure content is relevant and well made</li> <li>- Direct viewers to information about upcoming events</li> <li>- Try and incorporate SEOs and other marketing tactics in video uploads/style</li> <li>- Promote videos on our personal accounts</li> <li>- May be difficult to force engagement - TikTok and Instagram Reels can be very random</li> </ul> <p>Frequent meetings with MacSphere coordinators to ensure we are all on the same page</p> <ul style="list-style-type: none"> <li>- Staying active on Slack and regularly scheduling additional meetings to discuss MacSphere</li> <li>- May become difficult as workload increases - plan ahead during less busy times to stay on top</li> </ul>
Long Term Implications	<p>Increase engagement on MSS social media platforms</p> <ul style="list-style-type: none"> <li>- If audiences are interested in our MacSphere videos, they are more likely to follow us, where they would see all of our other posts</li> <li>- More followers - bigger reach for event promotions</li> </ul> <p>Create interest in MSS</p> <ul style="list-style-type: none"> <li>- Students that enjoy MacSphere may want to get involved with it themselves or find interest in other roles in MSS</li> </ul>



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	<ul style="list-style-type: none"><li>- May help incoming students with their university decision and answer any questions they might have/provide information that they didn't now before</li></ul>
Partners	MacSphere Coordinators <ul style="list-style-type: none"><li>- Sanjanaa Arunagiri: <a href="mailto:macsphere@macsci.ca">macsphere@macsci.ca</a></li><li>- Juliann Nguyen: <a href="mailto:macsphere@macsci.ca">macsphere@macsci.ca</a></li><li>- Harjot Sanghera: <a href="mailto:macsphere@macsci.ca">macsphere@macsci.ca</a></li></ul> VP Communications <ul style="list-style-type: none"><li>- Daisy Pham: <a href="mailto:vpcomm@macsci.ca">vpcomm@macsci.ca</a></li></ul>

Event Recap Videos	
Description/ Current State	<p>Short, fun recaps of events</p> <ul style="list-style-type: none"> <li>- Halted by online events</li> <li>- More opportunity for these videos once we return to in-person events</li> <li>- Following theme of shorter videos - quick Instagram Reel/TikTok format</li> </ul>
Goal	<p>Create sentimental videos of MSS events</p> <ul style="list-style-type: none"> <li>- Allows participants to look back on the event and share with their peers</li> <li>- Creates interest in upcoming events</li> <li>- Allows students in the future to look back at older events to see what is coming up/what happens at the event</li> </ul> <p>Increase engagement through MacSphere</p> <ul style="list-style-type: none"> <li>- Ensure content is relevant and well made</li> <li>- Try and incorporate SEOs and other marketing tactics in video uploads/style</li> <li>- Promote videos on our personal accounts</li> <li>- May be difficult to force engagement - TikTok and Instagram Reels can be very random</li> </ul> <p>Frequent meetings with events coordinators to ensure we are all on the same page</p> <ul style="list-style-type: none"> <li>- Staying active on Slack</li> <li>- Being informed about upcoming events to make sure at least one of us can attend and film</li> <li>- Ask event coordinators for list of activities and timing to ensure we don't miss the interesting parts of the event</li> </ul>
Long Term Implications	<p>Increase engagement on MSS social media platforms</p> <ul style="list-style-type: none"> <li>- If audiences are interested in our recap videos, they are more likely to follow us, where they would see all of our other posts</li> <li>- More followers - bigger reach for event promotions</li> </ul> <p>Create interest in MSS</p> <ul style="list-style-type: none"> <li>- Students that had fun at events may want to get involved with it themselves or find interest in other roles in MSS</li> <li>- May help incoming students with their university decision by showcasing fun events at McMaster</li> </ul>



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Partners	<p>Student Affairs</p> <ul style="list-style-type: none"><li>- VP Student Affairs - Ava Colangelo: <a href="mailto:vpstudentaffairs@macsci.ca">vpstudentaffairs@macsci.ca</a></li><li>- Arts Director - Agshaya Paventhan: <a href="mailto:arts@macsci.ca">arts@macsci.ca</a></li><li>- Athletics and Wellness Director - Abby Nulle: <a href="mailto:athleticsandwellness@macsci.ca">athleticsandwellness@macsci.ca</a></li><li>- Formaldehyde Coordinators - Emma Lee, Romik Jain: <a href="mailto:formaldehyde@macsci.ca">formaldehyde@macsci.ca</a></li><li>- Musical Director - Sarah Menezes: <a href="mailto:musical@macsci.ca">musical@macsci.ca</a></li><li>- Special Events Planner - Avnit Natt, Ishan Sharma: <a href="mailto:specialevents@macsci.ca">specialevents@macsci.ca</a></li></ul>
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## EVENTS & PROJECTS

Name of Event/Project: Cinematography Workshop	
DATE	October, November, March (exact date to be determined)
PURPOSE	Provide students with information about how videos are edited, and the workflow for editing MSS videos specifically.
PROCEDURE	<ul style="list-style-type: none"> <li>- Determine time and location of the event.</li> <li>- Book a room that suits the needs of the workshop (i.e. projector, desks, possibly spare computers).</li> <li>- Request poster from graphic designers communicating the details of the event (the location, time, how to get a free trial of software, etc.)</li> <li>- Create a workshop project that goes through the following steps:               <ul style="list-style-type: none"> <li>- Importing footage, set-up of timeline/project, editing, colour correcting/grading, adding text, adding captions, mixing the sound to appropriate levels, helpful tips and tricks (ie. Shortcuts, good websites/resources)</li> </ul> </li> </ul>
DIFFICULTIES	<ul style="list-style-type: none"> <li>- Room booking and scheduling could potentially be difficult in October.</li> <li>- Choosing which video editing program to use is difficult since Premiere Pro is an expensive program, making it potentially outside the means of our target demographic of video editing beginners.               <ul style="list-style-type: none"> <li>- Other potential softwares: iMovie</li> </ul> </li> <li>- Ensuring that there is a positive turn out for the event               <ul style="list-style-type: none"> <li>- Make sure there is enough promotion</li> <li>- Spread the news ourselves to our friends/peers</li> <li>- Possibly have an incentive? Maybe a raffle? (Win merch, gift card, etc)</li> </ul> </li> </ul>
PARTNERS	VP Communications <ul style="list-style-type: none"> <li>- Daisy Pham: <a href="mailto:vpcomm@macsci.ca">vpcomm@macsci.ca</a></li> </ul> Graphic Designers <ul style="list-style-type: none"> <li>- Fiona Chung: <a href="mailto:graphicdesigners@macsci.ca">graphicdesigners@macsci.ca</a></li> <li>- Katey Kwan: <a href="mailto:graphicdesigners@macsci.ca">graphicdesigners@macsci.ca</a></li> </ul>



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	- Aeris Wong: <a href="mailto:graphicdesigners@macsci.ca">graphicdesigners@macsci.ca</a>
	Potentially anyone working in Mills Lyons Media Centre
PROJECTED OUTREACH	All McMaster Science Students
BUDGET	~\$200 (For Mic Replacement)