

Please cite as: Robinson, R. (2016). *Audio/Video Production Capstone Project*. Saint Xavier University

Senior Seminar II: Communication Research Applications Audio or Video Production Guidelines

In preparing your audio or video senior seminar project, create a document that responds to each of the questions or tasks required below. This information will be submitted digitally to the department along with your production project by April 1, 20XX.

1. What is the purpose of the production? Who is the audience?
2. What makes your audio/video production a good one?
What action(s) occurs in it? What is there to see and hear? Why is the production deliverable you've selected better than another one?
3. Describe specifically the audio/video production/program?
4. Why will the production interest its intended audience?
5. How will the purpose of the program be achieved? What role will research, script organization, clever shooting, and editing play in meeting this goal?
6. How is this production different from others that have been produced on its subject (assuming others have been produced)?
7. How practical is this audio/video for production? (e.g., can cameras/microphones capture the material? How much camera rehearsal is needed? What special equipment is needed? Does it involve remote locations?)
8. What is the intended length of the production? If a series, what is the length of each program? Why did you determine this length? Does it align with best practice? How?
9. What is the production cost? (e.g., this should include advertising, equipment, transportation, food, special fees). Create a budget to explain this cost.
10. What elements of the production can be supplied by on-campus departments? (e.g., Media Services, WXAV, CIDAT)
11. Submit the following:
 - a. Production project
 - b. Complete script
 - c. Production guideline responses
 - d. Detailed outline of your proposed production (if series – description of each one)
 - e. A tag line for the overall production
 - f. A treatment
 - g. A plan for what you intend to do with the production upon completion
 - h. An advertising/social media plan for generating interest in your production