



Digital Storytelling – BCSC C4 IT Pathway

Alex Martin

Senior Project Recap Portfolio

Introduction Letter • 1

May 18, 2021

To whom it may concern:

Hello, my name is Alex Martin. For my senior project, I, and a team of business partners, were tasked to find a way to encourage students to take a relevant IT course in high school. There was lots of planning, brainstorming, and contacting going on to find the most effective method for portraying our message. The goal was to deliver our message to freshmen students taking a PCC (Preparing for College & Careers) class at Columbus East & North.

PCC is only a semester long class, meaning our timeline was rather tight. We started in August and had to create something to have ready by December. Our plan was to create a "teaser" video for the first semester. This allowed us to trial how effective our deliverable was. Autumnne Streeval, Integration Specialist for C4, created surveys to keep track of what the students' thoughts & reactions were, before and after watching the video,

After our teaser video was released, we made it our goal to make an even better video to have ready for the 2nd semester PCC students. Our teaser video was one minute long and consisted only of stock video footage from the internet. Our next video, called the "anchor" video, was aimed to be even more effective than our teaser video. We focused primarily on making it slightly longer, while using only footage local to our community. Our project team leader, Rhonda Fischer, has many contacts, and reached out to a number of businesses and companies related to the IT industry, such as Cummins & Toyota. Some businesses offered pre-recorded footage for us to use, while others offered to visit their facilities, allowing us to record the exact footage we needed. That was one of my primary roles, going out and getting footage needed to be successful.

After all footage was gathered to a satisfactory level, it was time for my other primary role, compiling the footage and creating a final product. This process took the most time, roughly two months. We went through five revisions, until everyone on the team was happy with the outcome. From there, other members of the team created methods of delivery, outside of PCC. This included a press release, social media posts, and bulk email distributions for parents, students, and teachers within the BCSC district.

This project has been quite a stretch for me. Not necessarily in the video production side of it, but the business side, more than anything. I have not been on a project team with real business partners before, at least not on this level. Throughout the project, I have taken part in weekly video meetings, sending professional emails, and representing the team when talking face-to-face with our partners.

In the end, this project was a massive success. We are already talking about next steps, and how this process can be replicated in the future for a similar field of work. Thank you for your time and consideration, I really appreciate it!

Sincerely,

Alex Martin

Project Team Alex Martin

Title of Project Digital Storytelling - IT Pathway

Major Areas of Project's Focus Community, Career, School, Creative, Society

Description of Project

I have been approached by Autumnne Streeval, who is a C4 Integration Specialist, and Rhonda Fischer, who works with the Community Education Coalition, alongside EcO Network. They have asked me to make a series of videos to recruit 8th and 9th grade students for the C4 IT pathway.

These videos will be roughly 2-3 minutes. The target audience for these videos will be incoming or current high school freshmen in a PCC class.

This project will hopefully be only the beginning of something that can be carried on for future years. By creating templates to simplify the process for each video, this can be easily carried by the next person or group who may want to do this again for a similar purpose.

I will be talking with business employees from EcO Network, Myers Croxton Group, LHP, Ivy Tech students/staff, and students currently enrolled in the program.

Solution Criteria

- I am happy with the outcome
- Mentor is happy with outcome
- Community partners are satisfied and happy also with the outcome
- Students are engaged during the presentation
- Some students seek interest in the program
- Community partners wanting to do it again with something else next year

Proposal Form • 2

Community and Business Partners

I will be working with real word partners from different businesses to help guide and complete this project. The end result will be showcasing C4's IT pathway to BCSC students in 8th graders or 9th graders in a PCC class. I chose this work because it's something I'm passionate about, both video creation and the IT industry. They have reached out to my mentor, who reached out to me, because we both can come up with a really good game plan for just about anything.

Financial Arrangements

A budget has been created for this project, but in terms of my specific needs I do not plan on spending anything; I have all the tools I need already.

Deadlines

- Kick off meeting: Oct 2020
- Charter approved: Oct 2020
- Work Plan schedule released: Oct 2020
- Management Review Group meeting #1: Nov 2020
- Prototype complete: Dec 2020
- Management Review Group meeting #2: Jan 2021
- Final test complete: Feb 2021
- Final MRG: Feb 2021
- Release to PCC: Mar/Apr 2021
- Document lessons learned: May 2021

Mission Outcomes

This project highlights many of my expertise and capabilities in a lot of different ways. I've known how to edit videos for quite some time, which will be a big help, especially when looking at timing for this project. This project will stretch my ability to communicate with real-world business and community partners. It is also one that if done right, can be expanded beyond my high school years for another student or group to pick up where I left off. This project has stood out to me more than others because of how realistic the ideas are. The IT industry is constantly changing and growing, opening a wide variety of career options for just about anybody.

- My project will demonstrate the following:
 - Know themselves and their talents well, identify areas for personal growth and create and identify paths that will fulfill their own destinies.
 - Learn through collaboration with family, business, and community.
 - Think critically and practice 21st century skills.
 - Think creatively to solve authentic, real world problems.

Research Topics

- IT Industry
 - How it's rapidly growing and changing based on different needs
 - How it's creating more jobs now more than ever
- Gaming → Virtual Reality
 - How VR can be used in an educational setting to demonstrate ideas in a new and creative way

Mentor

Name Jim Roeder

Title C4 Radio & Television Instructor

Business/Expertise TV Professional

Address Columbus East High School

Project Charter • 1

Rhonda Fischer

Created prior to project start

Project Name	Digital Story Telling
Sponsor	Autumne Streeval (BCSC C4 Director) or Brooke Marsh (C4 PCC Lead)
Project Leader	Rhonda Fischer (Community Education Coalition)
Quality Assurance	Jim Roeder (BCSC Video C4 teacher)?
Team Members	Taylor (Ivy Tech), Alex (BCSC Video), TBD (BCSC 9 th grader), TBD (BCSC IT Cluster student), Joe Myers/Cathy Croxton (Myers-Croxton), Pamela Tartt (LHP), Monica Robinson (Ivy Tech)?, TBD (IT EcO Network team)
Management Review Group	IT EcO Network team
Situational Review / Project Background	Demand is high across the county, region and globe for information technology skills, including programming, automation, game development, big data analytics, cybersecurity, as well as applied technology in the arts, science, healthcare and construction, as examples. Information technology and digital applications are pervasive in our society; however, local classes and post-secondary programs which develop these skills in students are below capacity. We want to inspire 8 th and 9 th grade students to explore and gain these skills while in high school, through taking C4 classes and joining extracurricular clubs.
Project Objectives	Define and test a model for developing small, enticing videos that are incorporated into an overall message to students encouraging career exploration, especially during high school, in order to achieve lasting personal and financial success.
Specific Project Deliverables / Outcomes	<ul style="list-style-type: none">• Documented structure for developing, testing and releasing videos, including stakeholder engagement tools and process• Release videos promoting Information Technology skill building to 9th grade students as part of Preparing for Career & College (PCC) class• Document lessons learned for repeating on other projects, i.e., for another student group, cluster area or message

Project Charter • 2

Rhonda Fischer

Created prior to project start

Project Methodology	<ol style="list-style-type: none">1. Identify key stakeholders<ul style="list-style-type: none">o Determine project team and roles<ul style="list-style-type: none">▪ Share personal objectives in addition to shared project objectiveso Finalize charter, measures of success2. Determine overall first message theme and approach<ul style="list-style-type: none">o What digital story do we want to tell first?o Primary messageo Platform for sharing (YouTube, Instagram, TikTok)3. Develop prototype4. Test prototype with students5. Bring prototype lessons into final design6. Test & release final design7. Document process for next video project
Major Milestones and Timing	<ul style="list-style-type: none">• Kick off meeting: Oct 2020• Charter approved: Oct 2020• Workplan schedule released: Oct 2020• Management Review Group meeting #1: Nov 2020• Prototype complete: Dec 2020• Management Review Group meeting #2: Jan 2021• Final test complete: Feb 2021• Final MRG: Feb 2021• Release to PCC: Mar/Apr 2021• Document lessons learned: May 2021
Project Team Resource Estimate	TBD
Additional Resources Required	TBD
Areas Outside Scope of Project	TBD
Potential Project Follow Ups or "Add Ons"	TBD

Project Inspiration • 1

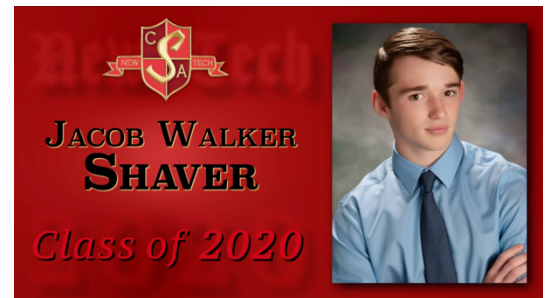
Magnify Learning: PBL Simplified

Ryan Steuer is the CEO of Magnify Learning, located in Indianapolis. Their goal is to help educators transform their learning environments to PBL, by providing a number of resources. In January 2020, I was approached to see if I'd be willing to help launch a new series, "PBL Simplified," which was aimed to visually explain every step, in detail, of the PBL process. Since then, I have created 45/52 videos, and will be completed before the end of May 2021. Videos began rolling out in August 2020, on a weekly basis.



BCSC 2020 Graduation

As most of us know, the Class of 2020 did not have an in-person graduation. I was approached by Jim Roeder, who was approached by the superintendent, Jim Roberts, to see if there was any way to hold a virtual-style graduation. I was tasked to create the most efficient way to execute this without spending countless hours putting something together manually. I was able to create a template for Mr. Roeder, who edited the final products. My template constrained each graduate's photo to defined dimensions, since not all of them were the same size. The template also created text fields for their names, so the font size, color, etc. would be the same every time, even if we wanted change them down the road; the same applied for the pictures, and their sizes in the end.



CSA 2020 STEMMY Awards

The STEMMY Awards hold a special place in CSA's heart. It consists of senior scholarships, class awards, and four major awards for each grade level class. Similar to graduation, I was put in charge to find a way to make this possible, doing it completely virtually. I created a process for facilitators to submit their awards, and a template for myself when editing later on. Unlike graduation, I was also responsible for editing and streaming the awards, and it was a great success.



Full Project Timeline • 1

Last updated April 2021

INFORMATION TECHNOLOGY ECO NETWORK TEAM SCHEDULE - Digital Stories project

2020

ASSIGNMENT	OCT	NOV WK1	NOV WK2	NOV W3	NOV W4	DEC 1ST HALF	DEC
Project Charter	Charter reviewed with team in kick off meeting						
Identify key stakeholders & project team roles	Core project team and roles determined						
Finalize deliverables, measures of success	Propose students enrolling in C4 classes as measure of success						
Determine overall message theme and approach		Initial ideas vetted for next steps	Project team ranks top 3 themes	Share the top with 9th graders			
Create teaser: apply theme, share idea, have some fun			Meet with Mike Paprocki on idea of using lights display for video	Determine what material is available, draft storyboard	Film video and start putting the pieces together	Edit and final details of the teaser	Teaser shared with students along with pre and post-surveys

2021

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Spring release: Create storyboard	Start Spring story board								
Finalize actors	Filmed robotics club, reached out to other sources for videos	Requested support from Latino Support group for acting help	Actors finalized						
Spring release: Production	Received video from Ivy Tech and Cummins	Filmed Toyota and LHP	Initial release for feedback						
Spring release: Post-production (editing, fact checking)			Met with Josh Burnett on BCSC communication protocols						
Test & release final design				April 21 initial final release					
Document process for next video project									

NOW

IT Career Inspirational Integrated Digital Story Telling Campaign

Imagine the Possibilities

Imagine IT "Teaser"



- Digital Story Telling Prototype
- :60 length
- December "teaser" audience of 450 PCC students selecting classes in C4 Pathways

Imagine IT Anchor Video



- Expanded to 2 - 3 min.
- Incorporate Teaser feedback from students and project team
- Aspirational and relevant content

Communication Support Materials for Schools, Parents, and Project Partners



- Printed and online materials with expanded details about the initiative, actions and opportunities, and participating partners

- Website integration of the Anchor Video and initiative on sites of participating institutions and partners



Short Shareable Social Media Video Posts



- Edited single key vignettes from Imagine IT Anchor Video
- Suitable for multiple Social Media Platforms
- Clear call-to-action links



- Specialty items that carry the Imagine IT messaging to support goals of the initiative



IT Career Campaign Support Materials for Initial Launch

Imagine the Possibilities



FAQ Emailing

Content: An email with PDF document addressing questions of the purpose, production, and desired outcomes of the IT Video. Also the video embed/link.

Audiences: A focused audience including administration, teachers, counselors, and initiative partners.

Delivery: The first release of the IT Video before a wider audience.



Promotional Emailing

Content: Promotional announcement email of the IT Video and the video embed/link.

Audiences: All audiences including students, parents, administrators, teachers, counselors, initiative partners, and community leaders.

Delivery: The first wide release of the IT Video. Could be sent at multiple intervals.



PR Release Emailing

Content: News Release and Background about the IT Video purpose, production, and outcomes. Also the video embed/link with permission to broadcast.

Audiences: Local and Regional Print/Broadcast News sources.

Delivery: Should be circulated at or shortly before wide release of IT Video.



Promoted Social Media

Circulate IT Video through multiple social media channels dedicated to the Eco/BCSC C4 IT Initiative. To maximize exposure and engagement, these posts would be promoted.



Incorporated Social Media

The IT Video would be incorporated, managed, and promoted through existing social media channels tied to BCSC, education and initiative Partners, and community leaders.

Website Incorporation

Make the IT Video and the Career Initiative overview available for incorporation into the Websites of all participating educational institutions, manufacturing and career partners and participants.



Teaser Storyboard • 1

Created by Taylor Zakrzewski



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music

Clip of man playing VR game. (Quick Cuts)
FX: Background music



Clip of two men discussing a game design on the computer. (Quick Cuts)
FX: Background music

Clip of two men discussing a game design on the computer. (Quick Cuts)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Clip of man giving UI/UX presentation. (Quick Cuts)
FX: Background music

Clip of two working on VR experience. (Quick Cuts)
FX: Background music



Clip of two men programming on computers. (Quick Cuts)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music



Clip of woman working on 3D print. design on the computer. (Quick Cuts)
FX: Background music

Clip of hands installing CPU. (Quick Cuts)
FX: Background music

Clip of hands removing motherboard. (Quick Cuts)
FX: Background music



Clip of distorted security footage. (Quick Cuts)
FX: Background music

Clip of a group of people typing on computers. (Quick Cuts)
FX: Background music

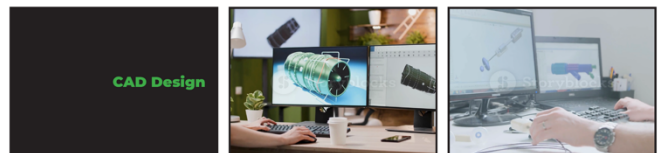
Text animation to reveal words. (~ 3 seconds)
FX: Background music



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music

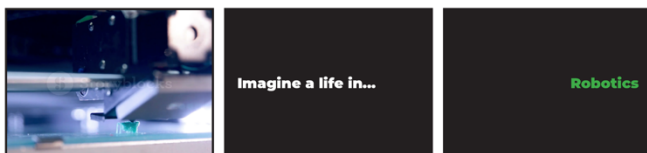
Clip of man checking servers. (Quick Cuts)
FX: Background music



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Clip of someone using design software. (Quick Cuts)
FX: Background music

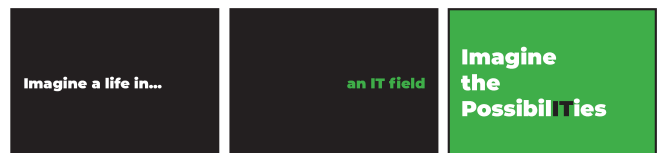
Clip of someone using design software. (Quick Cuts)
FX: Background music



Clip of 3D printer running. (Quick Cuts)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 3 seconds)
FX: Background music



Clip of someone programming stationary bionic arm. (Quick Cuts)
FX: Background music

Clip of small robot spinning. (Quick Cuts)
FX: Background music

Clip of woman controlling robot through her movements. (Quick Cuts)
FX: Background music



Text animation to reveal words. (~ 3 seconds)
FX: Background music

Text animation to reveal words. (~ 4 seconds)
FX: Background music

Anchor Storyboard • 1

Created by Joe Myers

1

VIDEO: OPENING OVERHEAD SHOT OF THREE STUDENTS WITH THEIR LAPTOPS OPEN AT A ROUND STUDY TABLE.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "What does your future..."

2

VIDEO: CUT TO ARC SHOT MOVING CIRCULAR AROUND THE THREE STUDENTS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "...look like?"

3

VIDEO: CLOSE UP ON SURPRISED FIRST STUDENT AS THE COMPUTER SCREEN LIGHT INCREASES AND WASHES OVER HER FACE.
SUPER: IMAGINE
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "Imagine..."

4

VIDEO: CLOSE UP ON THE LAPTOP AS IT THUNDERS TO LIFE WITH BEAMS OF LIGHT.
SUPER: LEARNING IN-DEMAND SKILLS
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "...learning in-demand skills."

5

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT ENGINEERING, PROBLEM SOLVING, TEAMWORK, AND HEALTHCARE RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Manufacturing technologies. Solving problems. Mastering skills that..."

6

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT ENGINEERING, PROBLEM SOLVING, TEAMWORK, AND HEALTHCARE RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "...make the world a better, healthier, and safer place."

7

VIDEO: CLOSE UP ON SURPRISED SECOND STUDENT AS THE COMPUTER SCREEN LIGHT INCREASES AND WASHES OVER HIS FACE.
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "Imagine..."

8

VIDEO: CLOSE UP ON SECOND LAPTOP AS IT ERUPTS WITH A GLARE OF LIGHT.
SUPER: WORKING IN A CAREER YOU LOVE
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "...working in a career you love."

9

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT GAMING, VR, CODING, AND WEB DEVELOPMENT RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Creating virtual environments. Exploring your creative passions..."

10

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT GAMING, VR, CODING, AND WEB DEVELOPMENT RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Learning how to paint with the colors of code."

11

VIDEO: CLOSE UP ON SURPRISED THIRD STUDENT AS THE COMPUTER SCREEN LIGHT INCREASES AND WASHES OVER HER FACE.
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "Imagine..."

12

VIDEO: CLOSE UP ON THIRD LAPTOP AS IT EXPLODES WITH A GLARE OF LIGHT.
SUPER: WORKING IN A CAREER YOU LOVE
AUDIO: SWISH SFX / MUSIC UNDER.
VO: "...revolutionizing the future."



13

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT ROBOTICS, AUTONOMOUS DRIVING, SPACE, AND FUTURISTIC RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Shaping innovative technologies that will move society forward."

14

VIDEO: MONTAGE SEQUENCE OF IT CLIPS WHICH HIGHLIGHT ROBOTICS, AUTONOMOUS DRIVING, SPACE, AND FUTURISTIC RELATED FIELDS.
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Ideas for the future...and beyond."

15

VIDEO: THE THREE ENLIGHTENED STUDENTS LOOKING UPWARDS AS THEY IMAGINE THE POSSIBILITIES.
SUPER: THEME GRAPHICS ANIMATION
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "Are you ready..."

16

VIDEO: THE THREE ENLIGHTENED STUDENTS LOOKING UPWARDS AS THEY IMAGINE THE POSSIBILITIES. PAN UPWARDS TOWARD THEME GRAPHIC.
SUPER: THEME GRAPHICS ANIMATION
AUDIO: MODERN TECHNO MUSIC BED UNDER.
VO: "...to imagine the..."

17

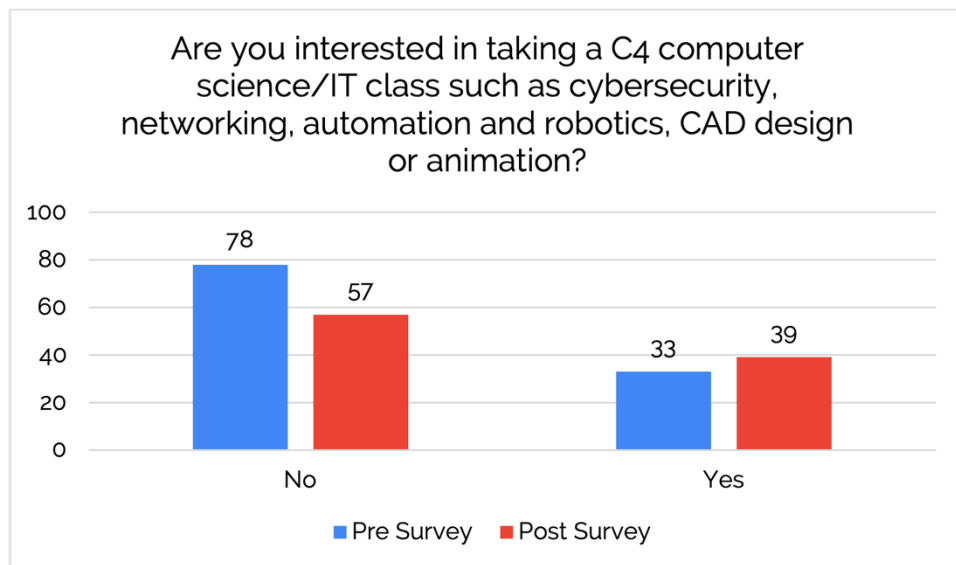
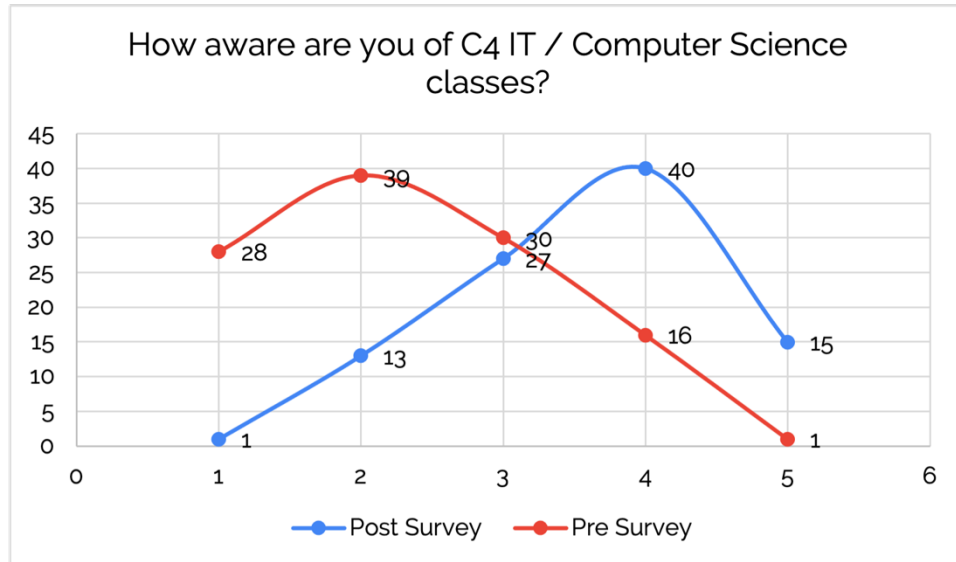
SUPER: THEME GRAPHICS ZOOM IN TO THE "IT" TYPOGRAPHY
AUDIO: MODERN TECHNO MUSIC END.
VO: "...possibilities?"

18

VIDEO: CREDITS



Survey Results • 1



Sample Feedback

“ I liked how it showed all the options of what you can take as a C4 class. I don't think there's anything to make the video better because it was awesome!

I liked it a lot because it was short and still provided a lot of information and imagery. I'd be more likely to lose interest if it was super long, so this was nice.

It showed many possibilities in a short time, but it gave barely any information on the topics. It would be better if there were a few notes for each section.

Work Log • 1

Total Hours: 38

Aa Name	📅 Date & Time	☰ Type	# Time
<u>Meeting</u>	@Oct 20, 2020 3:00 PM-4:00 PM	Zoom	1
<u>Meeting</u>	@Nov 10, 2020 12:30 PM-2:00 PM	Zoom	1.5
<u>Meeting</u>	@Nov 16, 2020 3:00 PM-4:00 PM	Zoom	1
<u>Meeting</u>	@Nov 18, 2020 3:30 PM-5:00 PM	Zoom	1.5
<u>Teaser Video Editing</u>	@Nov 27, 2020	Video Editing	4
<u>Meeting</u>	@Dec 1, 2020 3:00 PM-4:00 PM	Zoom	1
<u>Meeting</u>	@Dec 16, 2020 3:30 PM-5:00 PM	Zoom	1.5
<u>Robotics Club Shoot</u>	@Jan 6, 2021 6:00 PM-7:30 PM	Video Recording	1.5
<u>Meeting</u>	@Jan 19, 2021 4:00 PM-5:00 PM	Zoom	1
<u>LHP Shoot</u>	@Jan 25, 2021 2:00 PM-3:30 PM	Video Recording	1.5
<u>Meeting</u>	@Jan 28, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting</u>	@Feb 4, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting (Toyota)</u>	@Feb 10, 2021 3:00 PM-3:30 PM	Zoom	0.5
<u>Meeting</u>	@Feb 11, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Toyota Facility Visit</u>	@Feb 17, 2021 12:45 PM-1:45 PM	Video Planning	1
<u>Meeting</u>	@Feb 25, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Toyota Shoot</u>	@Mar 3, 2021 1:00 PM-2:30 PM	Video Recording	1.5
<u>Meeting</u>	@Mar 4, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting (Josh Burnett)</u>	@Mar 9, 2021 2:00 PM-3:00 PM	Zoom	1
<u>Meeting</u>	@Mar 11, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting</u>	@Mar 25, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Anchor Student Shoot</u>	@Mar 28, 2021 10:00 AM-11:30 AM	Video Recording	1.5
<u>Meeting</u>	@Apr 1, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting (Rhonda)</u>	@Apr 8, 2021 3:45 PM-4:15 PM	Zoom	0.5
<u>Meeting</u>	@Apr 15, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Anchor Video Editing</u>	@Apr 17, 2021	Video Editing	5
<u>Meeting</u>	@Apr 29, 2021 3:00 PM-4:00 PM	Zoom	1
<u>Meeting (Final)</u>	@May 6, 2021 3:00 PM-3:30 PM	Zoom	0.5
<u>Record Voiceover</u>	@Apr 24, 2021	Video Recording	1

This message produced by Students and made possible by Community, Education, and Business Partnerships.

