

TO: Dr. V
FROM: Emilia Perez
DATE: 4/19/2020
SUBJECT: Brochure Design

This memo goes over how I started this assignment, the topic and medium platform, who this video is meant for and its purpose/action, the overall overarching idea, my process, and learning moments. The assignment included creating a promotional video that is aesthetically pleasing by using design strategies such as contrast, repetition, alignment, and proximity.

TOPIC AND MEDIUM PLATFORM

Link to promotional video: <https://youtu.be/SKIQJ87g8Hc>

This promotional video was set up to be shared on an Instagram/twitter platform. It is a quick DIY that also promotes my social media page as well. I think these platforms would work best with my video because of the length and main overarching idea.

AUDIENCE/PURPOSE/ACTION

My audience for my marketing video would be my followers that I have on my Instagram, as well as others that are interested in DIY/crafty/sewing projects. Even though my video is to promote a DIY project, it was also meant to promote my own social media page as well. I have my Instagram set up as a business account so I can track how my posts are doing, and I figured it would fit my page aesthetic by creating this tutorial. This video can help viewers build trust in my social media page to offer quick project ideas to people who need something to do, while also making something that would benefit themselves and others during these times.

My audience would mainly consist of females aged 18-25 who are interested in diy projects specifically mask making, since many are looking for these types of tutorials.

NARRATIVE AND OVERARCHING IDEA

When designing my idea, it came to me very suddenly. After using the discussion board to see other ideas, I came up with a new one than what I had started with. Since I am a clothing designer, I don't make all of my own clothing, but I do alter garments that I purchase to make them fit me better. I was in the process of tailoring some of my new clothes when this idea popped into my head. I had already done the same process for another outfit and decided I should film the other set. I figured since now masks are a trending object, I would incorporate that into my video. The CDC is recommending people to make homemade masks and I thought that this would be an interesting way to make a matching mask for an outfit, by creating a DIY tutorial that would go along with promoting my personal social media account.

PROCESS DESCRIPTION

My process of creating my video took a lot of time. I had to make sure all the lighting, video shots, colors, and aesthetics all lined up, so that each part of the video flowed well together. I decided I wanted to stick with a sparkly silver and shades of pink for my video to tie in the colors that were featured in the outfit that was being adjusted. For my fonts, I decided to edit some of my shots before hand and then upload them to Animoto since they didn't have a lot of fonts to offer with the free service. I added a fun relaxed font that made the video seem more crafty/interesting. For the music, I wanted to use a song that had a beat that went along with the movements of the video and had a quicker tune. I had to go through a lot of soundtracks to find one that matched up with the transitions and theme.

LEARNING MOMENTS

I have video editing software, but I thought it would be an interesting learning experience to use Animoto. It was an easy website to use when it didn't glitch out, but other than that I really enjoyed the editing options and templates that they offer. I just wish that their free version offered a higher quality resolution for exporting. After putting so much time a work into it I wish It was a clearer video, especially since it was shot in 4k.