Discovery Phase

The process for designing a project that meets efficiently meets your needs.

Why a Discovery Phase first? No one wants to ask a contractor to do something, pay them a pile of money, and end up with a product that does not actually work or meet your expectations. Creative Direction is the process we use with clients to help you design your audio/video content strategy and to give you confidence that the resources you allocate for a particular project are utilized in the wisest way possible. We start with a Discovery Phase.

For example, we go through a series of simple questions to help us get your goal and your idea on paper that can guide us all through the project. We make sure to ask the questions up front that you need to answer in order to give any creative team clear instructions to make your project.

Subsequent Phases: The Central Florida Studio's creative teams work in phases throughout your project. Each phase will be its own little project so to speak, where you can make decisions in a comfortable way as the project progresses. The Discovery Phase is the first phase of the project, and at the end you should have a clear understanding of the requirements of the project in terms of resources, talent, and time.

This phase gives us the ability to make sure we get the blueprints right before you spend your budget for the project. It is also the outline of the subsequent phases. When the Discovery Phase is complete, you can choose to have Central Florida Studios continue working, or you can also go any direction you want. You will own the report and blueprints from the Discovery Phase.

We hope this gives you confidence to move forward with the Central Florida Studio and we look forward to working with you on your project!

Send us an email at david@creativehope.us and we will give you next steps.

Make a Video - A Framework of Four Critical Design Characteristics

As we endeavor to create media that can serve a specific need, here is a series of guidelines that help us create the parameters of a particular project.

Select a TIME Perspective for the viewer - past, present, future, or a combination

1. **Documentary of Past Events** - a look back at something that happened in the past.
   a. Case studies like Cambodia and Gamo
   b. Donors, staff, and participants tell what happened and point to an objective
2. **Real time** - late breaking news of what is happening on the ground right now.
   a. Jamaica and Panama trips both began in this perspective
   b. There isn't necessarily a script, because you are looking for something on site..
      i. Who are the characters? Do we have a story? What part of the strategy is being implemented and what is the result?
3. **Future Possibility** - vision casting and telling of *what could be* if we went in a certain direction
   a. Ex: <u>You Are Me</u> and <u>Age of Missions Intelligence</u> both explore the implications of a paradigm shift… "Oh my gosh, the phone is now in his hands. Imagine 5 years from now!"

Select the MESSAGING - Which elements should be included in the Narrative, and how much of the focus should be on each element chosen?

1. **Pitch** - A pitch is simply sharing an idea that invites the viewer to take action.
   a. Typically includes a "Call to Action."
      i. General (ie. "Join the movement")
      ii. Specific (ie. "Become a sponsor of this current project like this…")
2. **Strategy** - A video focuses on explaining the "plan" of action. Outlines details of how something works.
   a. Outlines how a plan is being executed
      i. Whole or in-part
   b. Explains and/or demonstrates a process
3. **A Story** - an example of what happens when the strategy is executed
   a. Capturing real-life story from participants
   b. Capturing involvement of donors
   c. Shows logical output of a strategy

A Note about Pitch: Most of the media created is a part of the overall "pitch", where you are creating an environment that leads the audience to take action. Sometimes you want a part of the pitch to be included in the media, but sometimes the pitch is better left to other elements of the overall event. Both are possible.

Select the PRIMARY SETTING for VIEWING - Where will this media be primarily used?

1. **Standalone** - self-contained communication, assumes no assistance to derive the intended message.
   a. A one-off video / Part of a series
   b. Shelf life? How long is this intended to be relevant information?
2. **Intermediated** - not self-contained and requires a context in order for the full intended message to be communicated.
   a. Briefing Event: Heavily scripted context, media piece is part of larger presentation
   b. Rep-guided context (with the ask embedded)
   c. Rep-guided context (without the ask embedded)

A Note about Setting: A video is often created for a particular setting, and then later used in other settings. In many cases, it can work out to create more than one revision (output) of the video so that the intended message can come across on a live event with context and then also online.

Select a TARGET LENGTH - Depending on the setting, time perspective, and goal of the messaging, you can choose a length that is adequate for the task. Length provides important constraints on the creative process.

1. 1-30 seconds
    a. Social Media Spots
2. 30 sec - 3 min
    a. Teasers/Previews
    b. Simple explanation of a big idea/one main product
    c. A story or testimony
    d. Outline of a simple strategy
3. 3-5 minute
    a. Strategy explained in more detail
    b. Short Interview
    c. A more complex story
4. 5-10 minutes
    a. Short documentary (scope dependent)
    b. Story or stories that express the outcome of a clearly outlined strategy
5. 10+ minutes
    a. All kinds of things ;)

Other Characteristics:

There are many things to consider when designing a video project. Features such as motion graphics, interviews, text, images,& color grading can serve to amplify the intended message. But we want to make sure that we at least understand the aforementioned, so that we have the foundation. As with any art, an idea can start at any point in the process, but we should find an appropriate way to run an idea through these parameters.

Video Design Questions

Who is the primary target audience?

Secondary audience? (others as well?)

Time Perspective:

Main Message in one or two sentences:

What if any Call to Action:

Primary Intended Setting for Viewing: (online, auditorium, etc)

Auxiliary Settings for Viewing:

Target Length:

Purpose for each additional revision: