

Alyssa Anderson

Digital Media Practicum

Final Project Treatment

**Working Title:** Alyssa Anderson: A Video Resume

**Approximate Length:** 2-3 minutes

**Target Audience:** Future potential employers, anyone who views my portfolio as a whole

**Objective:** The objective of this project is to essentially “sell” me - as someone with knowledge and prowess in the area I’d be applying for. I will show off my editing skills and simultaneously, my attitude and work ethic. I may also include a short blooper or out-take reel or something of that kind that also shows that I can operate a camera.

**Treatment:** The entire project will feel very much like an ad or PSA, as if I were “selling” my skills to the viewer. The person behind the camera (Cristine) will ask me a few prepared questions (Why do you think you’d be a valuable member of a team? What have you learned at RIC that you can apply in the real world or in your field? etc), but the majority of the project will be voiced over. I will talk about my academic successes and shortcomings - because of my health, there is a large gap in my resume that I’m sure I would have to explain - and explain how none of those disadvantages have stopped me from achieving my goals.

Filming will take place in various locations such as the RIC campus, a beach-side park in Warren, and at my birthday celebrations with my friends the weekend of April 27th. They will cast me in a very positive light, showing me as dependable, funny,

friendly and kind. I hope to get lots of B-roll footage that I can use during any voiceover segments.

I may, time permitting, “interview” other people and ask them things about me. Scott Gibbons is my work study supervisor and he might be a good person to ask, as well as Dr. Galvez or other professors that know me well and who have helped me succeed during my time at RIC.

I plan to use unusual but creative angles and film techniques (with Cristine’s help) to create a very individual feel. The project will, hopefully, make me stand out from the pack of applicants.