

ADULT DAY SERVICES PROMOTIONAL VIDEO

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Final Presentation | Dr. Edward Fox

Outline

ADS + Memory Masterclass Background

- ADS
- Memory Masterclass
- Project Overview

Filming Outdoor Scenes

- Details to focus on
- Current Progress

Final Video Editing

- Details to focus on
- Plans for footage
- Late feedback from video

Current Progress

- 3 major milestones completed since Pres. 3

Upcoming Milestones

- M4: Final Edits to Video
- M5: Receive Feedback

2-week Plan of action

Major Obstacles

- Scheduling Conflicts
- Amount of Desired Changes
- Late Feedback from Video

Acknowledgements

ADS + Memory Masterclass Background

Adult Day Services

Subset of Human Development specializing in:

- Personal care
- Health monitoring
- Meals
- Therapeutic activities
- Dementia care
- Recovery assistance for elders

Patients: adults averaging age 75

Mission:

- Maximize patient well-being and functionality
- Provide resources and support for caregivers

Memory Masterclass

- 6-week course for people 55+ who want to maximize brain health
- Geared towards participants with Mild Cognitive Impairment
- Teach everyday strategies to improve brain function, even with MCI diagnosis

Project Overview

Create a promotional video for the ADS Memory Masterclass program

Filming Outdoor Scenes

Details & Updates

Details to Focus on:

- Class participants interacting with one another
- Show peaceful exercises that are in the class curriculum
- Get active natural footage of participants

Plans for footage

- Use in place as stock footage, disperse evenly throughout video
- Last big piece of the video – everything else has been recorded/done
- **Goal:** Include an equal amount of active and homey footage to balance aesthetic
- **Goal:** Film comprehensively so we will not have to reshoot anything after this week

Outdoor Scenes



Final Video Editing

Details & Updates

Details to Focus on:

- Substituting Stock Footage
 - Classroom footage
 - Active/Outdoor footage
 - Disperse throughout
- Update Sarah's Footage
- Add music + intro/exit
- Condense interviews

Current Progress

- Have a complete client approved storyboard that we have started piecing together
- Clipped videos to clean out irrelevant content
- Collected all outdoor footage
- **Goal:** Have the full video complete with all updates by the end of the week
- **Goal:** communicate with Sara for user testing at the beginning of next week

Current Progress

Milestones Achieved Since Presentation 3

Milestone 1: Collected Outdoor Footage

- Acquired all outdoor footage that we need in order to replace previous stock footage acquired online.

Milestone 2: Clipped and Cleaned Videos

- Split clips up into shorter lengths
- Removed unusable clips
- Color correction on new clips
- Fixed audio on clips

Milestone 3: Updated Storyboard for the Final Video

- Incorporated all feedback from client about changes to details
- Focus switched from lengthy interviews to voiceovers + stock footage

Current Milestones

Tasks To Be Completed

Milestone 4: Final Edits to Video

- Introduce outdoor/active footage
- Replace any current stock footage with classroom and active scenes
- **Timeline:** final version done by the end of this week

Milestone 5: Receive Feedback

- Client feedback – any small, final changes
- User testing – sample group of Memory Masterclass/ADS participants
- **Timeline:** communicate with Sara by end of this week, begin testing early next week

Plan Of Action: Next 2 weeks

Week of 4/22

- Film outdoor footage
- Review outdoor and indoor footage
- Add stock footage into the last draft of the video
- Continue tackling the main concerns the client brought up regarding the video
- Edit and put together new version of the video

Week of 4/29

- Present rough draft to Dr. Fox
- Communicate with Sara about group willing to participate in user testing
- Present to client and receive further feedback
- Finalize report and make final edits to video

Obstacles

Scheduling Conflicts

- Scheduling meetings/shooting times – difficult to all be present due to different schedules
- Makes video editing more difficult

Amount of Desired Changes

- Many small details that the client wanted changed
- Difficult to incorporate absolutely everything they want done
- Limit to our videography skills

Late Feedback from Video

- Many small details that client wanted changed
- Want to avoid any major edits after final version is done
- Not much time left in the semester

Acknowledgements

Ila Schepisi: ADS Director

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Ben Katz: Professor researching cognitive training

Former & Current Memory Masterclass Participants

VT Adult Day Services

102 Wallace Hall

Blacksburg, VA