

ADS Memory Masterclass Promotional Video

User Manual

Project undertaken for:

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A. Length:

The length of the final video is 3:35. The reason the video is slightly below the four minute mark we intended to have originally is due to time constraints. In the original outline we planned to have Ben Kratz speak in our video relating to the research side of the Memory Masterclass.

B. Dimensions:

The video is shot in a 1920 x 1080 dimension. The video also has the ability to be watched in 1080p, 720p and 360p as well.

C. Format:

The file is a MP4, which allows anyone to open and view or upload with any device.

D. Interested Parties

Interested parties could be the AARP organization, any organization trying to promote or raise awareness of memory cognitive impairment. This video could also be used by any individual dealing with memory cognitive impairment issues that may want more information on this topic.

Note: See *Appendix A: Links of Four Minute Video* for a copy of the document that we shared with our client.

Appendix A: Links Associated with Four Minute Video

Youtube Link - Preliminary Version:

<https://youtu.be/KaYp24qFciw>

Youtube Link - Final Version:

<https://youtu.be/BsRHywMN-lk>

Google drive: <https://drive.google.com/drive/u/0/folders/1TwDNYsVpUyn4Yws4ga-WP7wu5otzLfUH>