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Promoting Valparaiso Graduate Communication Programs during Covid

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Promoting Engagement during COVID-19: A Practical Application of Digital Media Program

Due to COVID-19 restrictions, 2020 was a challenging year for potential students to engage in the traditional campus visit. However, out of this tragic dilemma, I created a promotional video for the Digital and Sports Media Masters Program. This video allows potential students to learn about what this program has to offer. Video is an excellent medium because it provides potential students a sensory experience. Research shows that the visual elements of video will resonate with potential students much more than written text.

This project highlights my editing and craft within the adobe suite of programs. Specifically with Adobe Premiere, Adobe After Effects and Adobe Photoshop. Blending these three together seamlessly to create a promotion for the department to help potential students understand what these programs provide. With my background in video production and what I have learned from the Digital Media program I built this project to show my ability to bring different elements together from multiple programs.

Another aspect of my creative work was creating a Digital Media/Sports Media YouTube page so that the department can display informational content and student's creative work. YouTube is a widely used site to distribute videos and can attract students to the program.