

Jessica Hand
Krause
P356/T576
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Final Project Proposal
“The State of the Girl”

Title: “The State of the Girl”

Objective: The purpose of this piece is to highlight the positivity of girls and harness that what makes her different makes her unique. It is about building positivity and confidence.

Target Audience: The target audience is pre-teen and teenage girls, who are the most vulnerable age group when it comes to matters of self-confidence

Show Description: Girls and young women are growing up in a world that was not ready for them. These girls are fighters in the face of adversity and will conquer all challenges set in their path.

Format: A 2-4-minute web clip that is being produced on-location. It’s not intended to be completely silly or serious, but rather a mix of both.

Venue: This piece will be hosted online as a supplement to a larger project, “Full STEAM Ahead.”

Production Method/plan: Two or three cameras will be used for this shoot. Each camera supplying a different perspective for the shoot. It is a one-setup shoot. The subject will be placed in front of backdrop (muslin) with appropriate lighting and wireless lavalier microphone. All footage to be obtained at shoot, no pre-existing footage to be used.

Tentative Budget: This is a student production being mainly powered by borrowed school equipment. Any additional equipment will be self-supplied.

Treatment: “State of the Girl” is a two to four-minute web clip that will feature girls showcasing their unique skills juxtaposed to common statements and facts about how girls are doing in the world they must navigate. Comments ranging from school performance, athletic, to social situations. This video will be featured along side “Full STEAM Ahead” as a overhead or introductory video. It will be used to help orient the viewer to the bigger program.