

## **EOS TELEVISION**

### **Video Production Education Program (VPEP)**

#### **Mission and Objectives**

- This program provides a hands-on, real-world state-of-the-art digital media production studio and environment, guidance, and educational curriculum for students and teachers to learn all aspects of videography and filmmaking.
- VPEP get kids involved in television and movie making production aimed at showcasing your schools sports, performing arts and distance learning programs.
- VPEP Support packages will allow your school to maintain a world-class web presence where all sporting, performing arts, and competition events are showcased and available to anyone in the world 24/7.
- VPEP gets students involved in Filmmaking and entering their projects in national Independent Film Competitions such as Sundance.
- VPEP can create a positive cash flow and revenue stream to support this program through advertising with local and national companies on your schools web site. Once your production facility is up and online students can also provide video services to the community at a handsome profit. Additionally, E-Commerce of your schools goods, such as apparel, DVD's, memorabilia, etc. will be optimized on the provided school web site.
- For those that wish to participate, your web site can provide student profiles directed towards college scouts which will greatly enhance a student chance of securing scholarships and career related programs.

Eos Television's Video Production Education Program is about actual hands-on training with real world tutorials. We provide the technical basics necessary to perform a given task in every aspect of the production process, and get students working on projects immediately. Initially starting with but not limited to the video coverage of sporting events.

What makes our program unique is its focus on teaching curriculum as well as producing a high volume of consistent professional finished programs for near immediate online viewing. The Eos VPEP provides your schools administration with everything necessary to conduct classes on the various topics necessary to develop professional skill levels in every aspect of motion image and sound production.

Even if you currently have a production facility in place, more than likely your staff struggles with its ability to keep kids in a constant state of producing new content.

Regardless of the level of expertise the instructors heading your media communications program posses, Eos VPEP will give your teachers a structured fast paced and effective curriculum just as with any other subject being taught at your school.

Providing basic commitment levels from the participant, we can take a novice student with merely an interest in the field and develop them into a valuable member of a modern day production team creating content on a weekly basis for your school.

**What Eos Television VPEP Provides:** High Definition and Internet Distribution of media content is where it's at today. If you are not up to speed with how to interact with and create content for this space you are not up to speed in today's communication world. We make sure you have the best tools at the best possible price point to get the job done right for many years to come.

- **VIDEO INTENSIVE WEB SITE:** You get a School owned State of the Art content managed web site that is all yours. All of the sites content is easily managed with our world-class system of adding videos, articles, images, and making changes to event schedules.

The site is designed with your school logo, mascot and branding. If these elements don't currently exist we will create them for you. Your new site provides a section where up to the minute videos of each sport, performing art, and special groups performances can be viewed on a secure, child safe, "NON YouTube" player.

See the working example of what your schools video site would look like at [www.zephyrs.tv](http://www.zephyrs.tv). This is a working site we've created for St. Mary's Central High School in Neenah Wisconsin.

Additionally your new site provides E-Commerce capabilities and the shopping cart feature for your school apparel, accessories, and Event DVD's.

These sites come with the ability to provide Banner Advertising to your local or national retail and service providers. This can become a major revue center for your organization.

- **YOUR OWN PRODUCTION FACILITY:** Based on the projected size of your classes, we custom configure the equipment needed to A: effectively teach this curriculum, B: produce broadcast quality professional content and shows and C: cover your schools needs with regards to the number of events taking place throughout the school year.

**Professional High Definition Video Cameras and Accessories:** There are many camera choices available today. Choosing the right video cameras, support and stabilization systems, batteries, carrying cases, and accessories is a daunting task at best as we all know. We have chosen the finest camcorders available on the market today that will withstand the vigor's of a high traffic school environment

and provide world-class high definition image quality, in a file format that is easy and cost effective to work with.

Our camera systems utilize HDV High Definition Compression Schemes and the extremely efficient time saving "Tapeless" workflow.

**Primary Camcorders:** The standard camera configuration consists of a Video Camera, Memory Card, Battery Pack, Fluid Head Tripod, Zoom Controller, Field Production Monitor, DVD Writer, Wireless Lavalier and Handheld Mic, and Carrying/Storage Cases.

Most schools will require a minimum of 2 of these systems to cover all simultaneously occurring events.

Each Sport, Performing Art, Studio, and Meeting event you will be producing requires a slightly different camera configuration. To date we find the SONY HVR-Z5U with Card Reader is the ideal unit to meet the needs of most High Schools engaging in this program. However an additional shoulder mounted camcorder may be necessary.

**Turnkey Editing Workstations:** We provide editing system ready to get to work right out of the box. In most cases you will need 4 Editing Workstations. We deliver pre-configured Turn-key Editing Workstations built around the Adobe CS4 Production Premium suite of software programs. Computer Hardware is built on Intel i7 processor based machines designed specifically for HDV editing. These systems are truly "state-of-the-art" today, and are required to ensure the efficient and reliable workflow of data throughout the editing process.

We have developed pre-made CS4 Premier Pro templates which allow for a minimal learning curve and yield broadcast quality final programs. Additionally and most importantly our systems deliver consistent reliable High-Definition finished product that is stunningly beautiful and desirable to watch.

**Lighting Systems:** Your production Facility will be capable of producing everything from Weekly News shows, Distance Learning Content, Documentaries, Independent Movie Production, to still Portrait Photography, both in studio and on-location.

Having the right professional lighting equipment for all of these needs is mandatory and we provide you with several complete industry leading lighting systems in your package to accommodate all of these needs for your projected class sizes.

**Chroma-key Screens and Backdrops:** Chroma-key is a vital part of video production today. We provide your facility with a selection of large and small

Chroma-key, Black, White, Gray, and Patterned Muslin and Paper Backdrops with Support Systems to properly accommodate your facility.

**Audio for Video Recording Equipment:** Audio is as important to professional productions as the video itself. There are several Microphone types necessary to get the job done right. We ensure you have the right microphones, mixers, wireless equipment, cabling, support systems, and carrying cases to consistently create world-class professional productions and protect this equipment for many years to come.

**Studio Accessories:** There are many items commonly overlooked when setting up a production facility. From Clap Boards, Directors Chairs, and Megaphones to Make-Up Mirrors, we make sure you have it all right from the start.

**HOW MUCH SPACE WILL WE NEED?:** Video and Movie production is divided into 5 categories or "Departments". ***Pre-Production, Production, Post Production Editing, Sound Recording, and Distribution.***

We'll need to set up some space for your "Production Facility" that will accommodate each of these "departments".

**PREPRODUCTION:** This is the first step where it all begins on any production. Show Ideas, Scripts, Storyboarding, Production Planning, etc. all take place in this space. A typical classroom is ideal. This space needs to be secluded from the production and editing departments ideally.

**PRODUCTION:** This is a space ideally 24x24x9 feet or larger. When it comes to studio space the bigger the better. A smooth non-carpeted floor is preferable. If this space has windows allowing external light to bleed in we would opt to block that light by what ever means necessary. This is the primary work space where you will do all the shooting of content, shows, head shots, voiceovers, photography etc. The Production Studio is where we will install lighting equipment, backdrops, and sets, for various projects.

**POST PRODUCTION:** Each editing system will occupy 6' of desk space, usually placed along a wall. The number of systems you install will determine the space needed for your Post Production Department. Additionally this area will require space for 1 "Vocal Recording Booth" minimum 6 x 6 x 8 feet, and should be directly a joined to the production area.

This space is where we will set up all computer systems used for editing, graphic design, animation, and voice over recording. This space can be a physical part of the Production Area but should be divided by a wall that will adequately isolate sound and distractions from the Production Area.

That's it! We can make just about anything work but ideally a 25 x 25 space with a small to medium sized classroom is about the minimum space requirement.

**SIZING UP THE STUDENT for specific Jobs and tasks that will keep them interested and productive:** Basically there are 5 "types" of people that get involved in Video and Movie production.

**Directors/Story Tellers:** Directors like to do it all. They have ideas in their heads that need to be told and this artist wants to use the motion picture screen and television as their canvas. There will be one in every crowd. They are the Quarterback of the production team. They will be your **Writers** for shows.

**Camera Operators:** These folks just want to run the camera. These are the eyes of the production. Whether it's Sporting Events or a Short Film, these folks need to learn proper set-up, tear down, maintenance, and operation of their camera rig.

Then after they completely exhibit their ability to execute these abilities, they need to be taught proper camera technique. From Framing and Composition to Focusing, we provide superb tutorial and curriculum that will guide a novice to becoming a professional camera operator.

**Audio Personnel:** Audio Recording seems to attract a special breed of individual. They are mesmerized by the magic of capturing sound. A good sound person is one of your most valuable assets.

**Post Production Editors:** Due to their lack of inhibition with computers, most teenagers take to video editing with ease. So if you are not careful you can end up with a classroom full of editors and scarcely anyone else. So look for those with real editing talent. Previous experience is good. Has anyone ever posted a YouTube video before?

With regards to how many kids are getting involved in editing look at it this way, if you have 12 basketball games a week going on, it will take you 2-3 hours of post production and editing for every game you need to produce. That's as much as 36 hours of Post Production a week. If you have 4 workstations, and 4 class periods a day, with 4 editors it will take you just under a week to keep up with sports.

Ideally your VPEP program should be producing a weekly School News Show. You will also need to ensure you have at least one editor to work on that every day of the week.

**On-Camera Talent:** This is a critical part of your department. These are students that want to pursue journalism, acting, weather casting or public speaking. Typically students that are involved in the arts can be a good place to look for "on camera talent".

Each of these positions is necessary to create a properly functioning production department. When students enroll in the program an assessment must be made as to what area of interest or experience the student has. Training is provided to the instructor to aid in the student assessment process.

Keep in mind that not all students will have the same interest in each aspect of production. Overwhelmingly Editing and Post production is the area most kids attract to first. However, having great camera and audio recording skills will make for a substantially better post production technician.

While making an effort to get kids hooked up with what their immediate interests are, also emphasize the importance of doing every job for some period of time to gain the perspective of that artist's job.

It is so important to emphasize just how valuable it is that a student has a strong understanding of the necessary skills required for all aspects of production process regardless of the area they wish to pursue.