JENNIFER COFFEY

PROJECT PLAN

SUMMER 2020

PLAN

GOAL

GOAL

Create a YouTube channel to discuss the best practices of reading and reviewing books for a critical perspective. The four videos will contain content on how to read a book critically, critics to pay attention to, how to write a critical book review, and an example of a critical book review.

Content Creation ☆ | Personal | 🔒 Private | JC | Invite   ☁ Butler | ⋯ Show Menu

Research & Ideas ⋯

Finish Week 1 Research
🕐 May 31 ≣ ☑ 0/2

Add YouTube Research
🕐 May 31 ☑ 0/6

Annotate Bibliography
🕐 Jul 3

+ Add another card 🗖

Pre-Production ⋯

Storyboard
≣ ☑ 0/4

Script 1
≣ ☑ 0/4

Script 2
≣ ☑ 0/6

Script 3
≣ ☑ 0/4

Script 4
≣ ☑ 0/4

Location
≣ ☑ 0/2

Times
≣ ☑ 0/3

+ Add another card 🗖

Production ⋯

Test Footage
☑ 0/4

Film
☑ 0/6

+ Add another card 🗖

Post-Production ⋯

Edit videos
☑ 0/8

YouTube
≣ ☑ 0/5

Tweak Videos
≣ ☑ 0/1

Test Audience
≣ 📎 1 ☑ 0/7

Implement Changes
≣

+ Add another card 🗖

Posted ⋯

+ Add a card 🗖

Complete ⋯

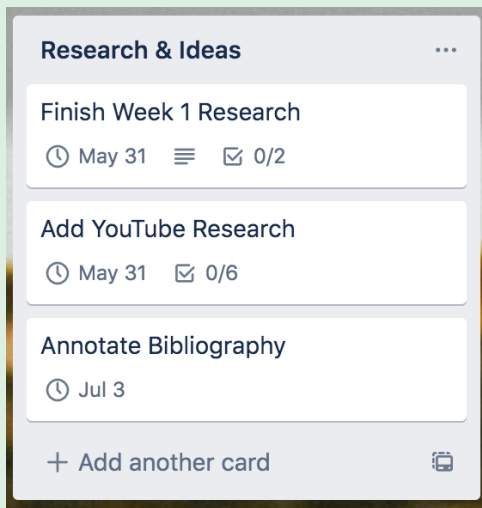+ Add a card 🗖

+ Add another

PLAN

Now that I have come up with an idea for a YouTube channel, I need to get organized. For this step of the project, I have selected **Trello** for my project management software. I have used the program in the past, and it has always suited my needs perfectly.

To get started, I first broke down the project into six sections:
- Research & Ideas: tasks for completing research and creating new ideas
- Pre-Production: storyboarding, scripts, location, and time selections
- Production: test film and recording
- Post-Production: editing, YouTube creation, audience testing, and final touches
- Posted: reserved for the four different videos
- Complete: small tasks will be placed here to clear up space in the main sections

These separate sections allow me to easily see what needs to be completed and what is already done.Each task is then broken up into smaller tasks. I created descriptions and checklists for most of the items I need to complete. This helps me to stay organized when there are many things to do. I also have added the Posted and Completed section for additional organization to clear away tasks that no longer need my attention.
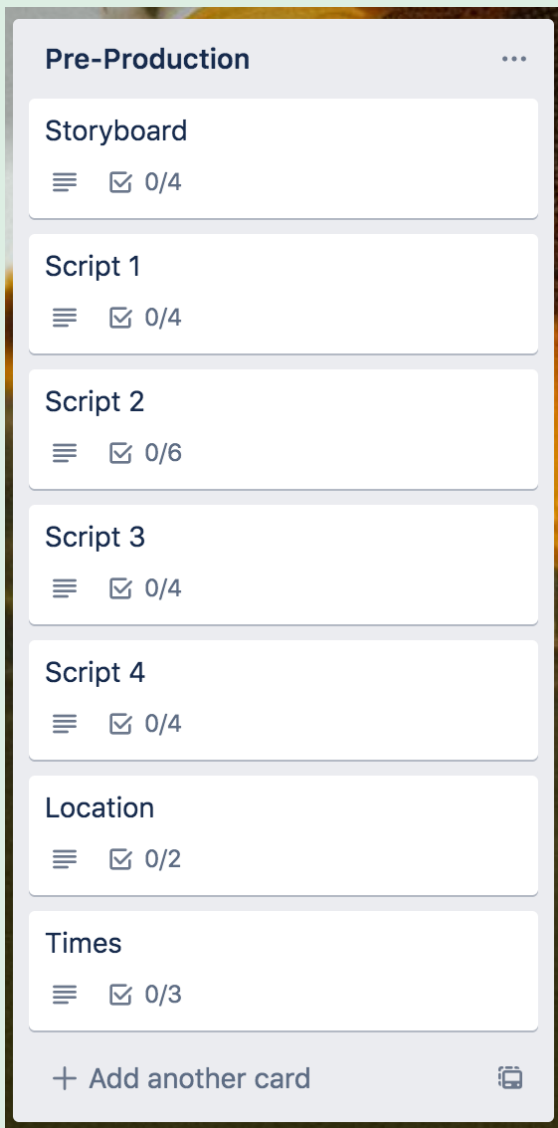
RESEARCH & IDEAS

Research & Ideas ...

Finish Week 1 Research
🕐 May 31   ☰   ☑ 0/2

Add YouTube Research
🕐 May 31   ☑ 0/6

Annotate Bibliography
🕐 Jul 3

＋ Add another card

My research plans are very simple. I need to finish up my topic research, but I also need to add research on how to use YouTube. As a new user, I don't know how to use the platform, and I should definitely figure out the best practices.

I also have plans to annotate my bibliography to stay even more organized. Annotating the sources allows me to get a brief description of the contents of the website, video, or book.
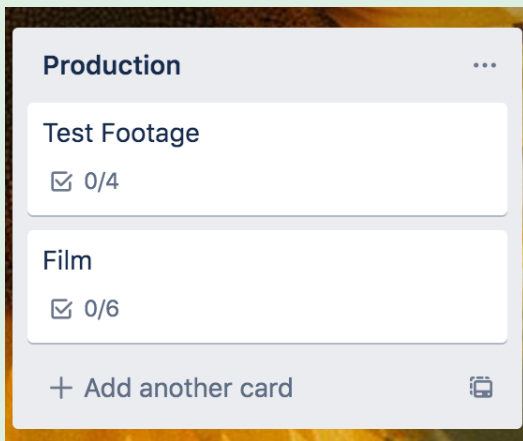
PRE-PRODUCTION

Pre-Production   ...

Storyboard
≡ ☑ 0/4

Script 1
≡ ☑ 0/4

Script 2
≡ ☑ 0/6

Script 3
≡ ☑ 0/4

Script 4
≡ ☑ 0/4

Location
≡ ☑ 0/2

Times
≡ ☑ 0/3

+ Add another card

The first thing that I need to do during pre-production is to create storyboards for each video. This will allow me to create a visual representation of what my videos should look like.
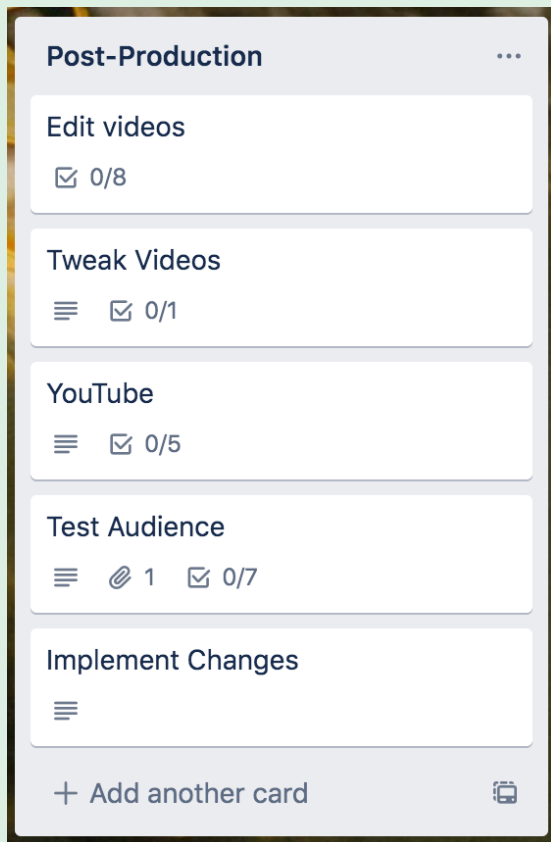
Next, I need to write the scripts of each episode. This project includes four videos that cover how to read a book critically, critics to pay attention to, how to write a critical book review, and an example of a critical book review. The scripts will include an intro, an outro, and several different components depending on each video. Another element I need to figure out is the location and times of each video. Right now, I think that each video should be recorded in the same place to present a sense of continuity. After completing the storyboarding and scriptwriting, I will have a better idea of how long each video will be.

PRODUCTION

Production ...

Test Footage
☑ 0/4

Film
☑ 0/6

+ Add another card

Hopefully, production should go smoothly. This stage consists of testing the footage and filming the videos. Filming includes all four on how to read a book critically, critics to pay attention to, how to write a critical book review, and an example of a critical book review.

POST-PRODUCTION

Post-Production ...

Edit videos
☑ 0/8

Tweak Videos
≡ ☑ 0/1

YouTube
≡ ☑ 0/5

Test Audience
≡ 📎 1 ☑ 0/7

Implement Changes
≡

+ Add another card 🗔

The first step of post-production is editing each video. I will be editing for breaks, bloopers, and other content that does not fit into the scope of each video. This will also give me a better idea of content that I should add or take away. I will also know how long each video is going to be.

The next step includes YouTube and the multiple tasks that I will need to complete before posting the videos on the platform. First, I'll need to brush up on how to use YouTube, how to create thumbnails, create a channel, and how to add descriptions.

POST-PRODUCTION

After everything is set up and ready to go, I'll run a test screening to see how the videos are received. I will take their critiques, tips, and advice and edit the videos accordingly. Implementing the changes will be the last step in the post-production process.

CONCLUSION

I am looking forward to executing this plan in order to complete this project. Now that everything is organized, the process seems a lot more manageable. This plan is also subject to change due to new ideas, scrapped ideas, or a change in the process.