

# Play It Safe

## Digital Media Arts Seniors Collaborate in Real-world Experience to Produce Corporate Safety Video for Shell Pipeline Company

Recent graduates in the Digital Media Arts program got a glimpse of what it will be like in the real world of video production—pay check included—when Shell Pipeline Company, Carson Distribution Facility provided them the opportunity to produce a safety video during their senior year.

The project grew out of Shell's on-going commitment to education and the university.

"This was a great opportunity to work with and support higher education in the Carson community," said Alan Caldwell, Shell communications manager. "Safety is very important at Shell, and the opportunity to provide



students a glimpse into the possible projects and clients they will one day be involved with.

"This was a good experience for our students because the class projects they usually work on are in the arts—music videos, dramas, documentaries, and television commercials—where they had full creative freedom," said

***"This was a great opportunity to work with and support higher education in the Carson community."***

***—Alan Caldwell, Director of Communications, Shell Pipeline Company***

real world experience for students was a positive for the students and for Shell."

The students had conceptualized and produced numerous videos for class projects during their years in the DMA program, so they were familiar with the process, said George Vinovich, DMA program chair. But unlike other class projects, the Shell video was more client-based, giving

Vinovich, who selected and supervised the students along with William Jenkins, DMA's TV production manager. "This was a strict corporate video where they had to produce something to the client's specification."

After meeting with Shell and being given a script, objectives for the project, and direction, Calvin Ko Ho, Alfredo Leal, Xavier Moreno,

Chris Nguyen and Jeff Yamahata, all DMA television arts majors, went to work. First, they developed a storyboard, depicting the shots needed. Then they did location scouting at Shell facilities and determined the logistics for the shoot.

After the footage was shot, they went into the post production phase to edit the footage, add voice-over narration, graphics, and audio—including music composed, arranged and orchestrated by DMA music technology major Devin Kelly and narration by Nathan Hammer, a DMA audio recording major.

"The whole process took about six months," Vinovich said. "I was really proud of the final video these students produced for Shell. They have all since graduated, and I know this will be a good addition to their portfolios as they go out in the world to start their careers in this highly competitive industry. I really try to tell these students that there's a lot more work available to them in corporate video than in the more glamorous world of the entertainment industry. Producing client-based projects is a viable skill that all of our TV majors should have." ■

***—Amy Bentley-Smith***