Kerrie-Jean King
IME 6950
Dr. Lackaff
Spring 2022

I.   Project Description

Off-Script, a multimedia project, aims to empower and inspire women to let go of self-limiting beliefs to live to their fullest potential. The sharing of the science behind the topic, 3 women's personal narratives, and a reflective activity user's can download to jump start the process in their own lives will all be housed on a website.

In 2020, the Journal of Experimental Social Psychology published an article containing new research that showed 75 % of people, regardless of gender, age, or geographic location, implicitly associate the characteristics of brilliance with men. This belief often holds women back in their careers. This is not the only cultural belief where women are viewed as inferior. These culturally conditioned beliefs impact our individual narratives and become part of our story even if subconsciously. In addition to culture, our personal experiences also impact and help to form our beliefs. Our beliefs guide our behaviors.

According to the theory of Narrative Identity, we form our identity by integrating our life experiences into an internalized, evolving story which gives our lives a sense of unity and purpose. The life narrative integrates our reconstructed past, perceived present, and imagined future. All three coexist at the same time. One can conclude that past, present, and future narratives are not separate and linear, but holistic and simultaneous. In recent years, phrases like "change your story, change your life," "rewrite your story," "revise your narrative" are all over the internet as well as popular topics for Ted talks, books, and magazines. When I was in the classroom, I participated in multiple professional development sessions about growth mindset. Though based on intelligence and learning, growth mindset promotes the brain as a muscle that can get stronger (smarter) through rigorous learning experiences. Similarly, my project will show that beliefs, in particular self-limiting beliefs, are not static but can be changed. When we can go "off-script" and live consciously recognizing our limiting self-beliefs, we can reframe and alter our beliefs and live more fully. My work will educate and inspire through the sharing of research, real life stories that the audience can interact with, and a downloadable pdf for users to complete self-reflective activities. The power of both hearing and telling stories is at the heart of my project. My interest in creating meaningful, human centered work along with the recent popularity of the topic, sparked the idea for my project.

Since the beginning of time, humans have communicated by telling stories. Stories are powerful tools to both educate and connect people. For these reasons, I will interview a professional to share the science behind beliefs and how we can alter them. I will use the audio to create animation that will accompany it. I will also videotape three women sharing their stories about going "off-script" and its impact on their life. I am interested in making at least one of the interviews into a multi-part interactive video where the audience can choose the sequence to watch. I would like to find someone who would be willing to share the "new script" they would tell themself at different ages during their life. For example, the main clip would tell the limiting belief

and then the user could choose to watch what she would go back and tell her 8, 13, and 20 year old selves. To bring this to life in the user's experience, I will include images and video of the storyteller at different points in their life. It is possible that more than one of the videos have multiple parts but I will not know for sure until I have my speakers. As people, we are drawn to stories because we can see ourselves in them. Being able to connect and relate to the shared narratives will inspire the belief that "I can do that, too" among the audience of my project. I will create and provide a downloadable PDF with self-reflective activities for users to work toward discovering, acknowledging and reframing their own self-limiting beliefs.

The animation, videos and interactive PDF that I create, will be housed on a website where I can also showcase my design skills. I will not be coding the site however, I will brand it through creating a custom logo and style guide. Although my main passions are animation and video production, I want to market myself as a versatile designer who's content creation can span different mediums. Creating meaningful content that promotes authenticity and growth is something I am passionate about

My main project goals and objectives for this project include both user and personal outcomes and are shared below.

1.
Goal: To support the sharing of women's personal narratives and inspire and empower users to revise parts of their narrative that do not support their life goals.

Objective: I will support the sharing of women's stories by providing a platform that will give exposure to a larger audience. I will seek out women with inspiring stories, record interviews with them, and edit the footage to digitally share their story with others. The stories will be shared on a website that can reach a diverse audience. I will present the audience with the psychology behind this work in order to gain the trust and credibility of my target audience. Users will be inspired by relatable narratives which evoke a can-do attitude and empowerment. After hearing other's stories, users will have the opportunity to download a PDF that will provide self-reflective activities so they have a starting tool to do this work with their own life story.

2.
Goal: To produce high quality digital content for my target audience
Objective: I will continue to refine my skills and technique in After Effects, and Premier Pro to produce high quality work. I will actively practice, seek feedback, and participate in tutorials to ensure deep understanding. For me, practice makes perfect (and builds confidence) therefore I will engage with these programs weekly. The first thing I plan to do is refine my kinetic typography project from the fall to make it a portfolio worthy piece. I will share my new edits with others for feedback. This work will go into my portfolio to demonstrate my skill in After Effects. I am editing weekly instagram reels for my internship so this will serve as my continued Premier practice. My the time I am finalizing content for my capstone, I will have more experience, confidence and technique in the programs so that my work is of high quality and professional.

3.
Goal: To market myself as a versatile designer who is passionate about humanistic topics.
Objective: I will accomplish this by creating original content that demonstrates skills in multiple mediums including animation, video production, and graphic design. The content topic will demonstrate my interest in creating relatable and meaningful work.

III. Needs Assessment

In order to successfully execute my project, I will need to continue to develop my skills in the Adobe Creative Cloud applications of Illustrator, After Effects, and Premier Pro. I have used all of these programs in courses this year and am enrolled in electives that continue to use the Adobe platform. I completed an After Effects course on LinkedIn Learning over winter break, to support my understanding and practice technique. I have the resources to assist with my continued development with Adobe Creative Cloud programs. I am also using these tools in my internship work. In addition to the programs mentioned, I will have to work with a content management system to develop my website. I have little experience with this technology though we did do some work with WordPress in the fall. I have peers and professors that I can use as a resource if and when I encounter challenges in this area. I also plan to use Eko studio to create the multi-part interactive videos for my project. We used this platform in the fall for a group project. For that project, I was involved in many aspects of creation but not with putting the footage into the platform and creating the buttons and sequence for interaction. Again, I have peers that served in roles that completed the areas I did not who I can use for support and assistance. The platform also has tutorials I can access.

In addition to my technological needs, I am seeking professionals who are willing to serve as consultants and resources for my project. Amanda Cook (TedX coordinator), and Nicole Triche (Associate Professor of Cinema and Television Arts, Elon), have both agreed to assist and support within their areas of expertise. I have also reached out to some individuals in the field of psychology yet have not heard back as of yet. I will continue to seek out a medical professional to support my project as a resource.

I have found significant amounts of literature that support my subject matter. I will continue to seek out current information on the topics and view similar projects to my own for further understanding. Once I have my three interviewees, I will be able to have a better understanding of the video content and format. I need to solicit individuals who I can interview for my videos. My friend, Amanda Cook, has offered to provide leads based on applicants for TedX High Point.

I have all of the equipment necessary as well as experience from the fly-in for recording interviews. I will need two cameras for the interviews so that I have more than one type of shot to work with in editing. Seeking assistance from a peer will be needed. If schedules make this too difficult I know that I can check out or borrow another iMedia kit and set up the equipment myself. I do have access through the University to all equipment necessary to complete my project.

I understand that the pandemic could present some challenges as I work through the process, though I do not anticipate anything major. If I learned anything from the fly-in experience it's that you have to be flexible when working on a large scale project. Though not ideal, if necessary, I can conduct interviews via Zoom. The other possible challenge is working remotely. Thankfully technology is available to support remote work and I could still get assistance from others even if we are in different locations.

All in all, my project is ambitious yet doable. Being efficient, flexible and productive will be essential for my successful completion of this capstone project. I am thankful to have the resources, technology, and equipment needed to bring my ideas to fruition.

IV. Project Schedule

Now that I have a more solidified project idea, I will spend the next several weeks working on further planning and implementation for a fully functional website by May 13, 2022. Below is a list of artifacts I will produce throughout the process as well as deadlines for completion. I have also created a more in depth backlog of activities and next steps would can be found:
https://trello.com/invite/b/eiBRb4MW/7b91a7a0625af3c64d8f59f39069e40b/king-capstone

- Persona   2/16
- Mood Board   2/23
- Animation Storyboard   3/7
- Interview Script   3/28
- Logo Sketches   4/11
- Draft of video   4/25
- Website layout mockup   5/19
- Completed Website   5/13

V. Project Budget

Item	Purpose/Description	Cost
Adobe creative cloud	For content creation	$19.95/mo
Camera (x2)	To record	$2,000
Tripod (x2)	For cameras	$140
microphone	For interviews	$100
Zoom recorder	For audio recording	$250
batteries	For microphone and zoom	$30
SD cards	For cameras and zoom	$50
Gas	To travel to interviews	?

Domain	For website	$30/year