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MAN4583 | GHADA BAZ



# INTEGRATED BUSINESS MARKETING VIDEO

FINAL PROJECT MANAGEMENT PLAN

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## **I. PROJECT SCOPE:**

We will have the advantage of actually implementing the steps we've learned to create a video for the Integrated Business Program. We'll have the opportunity go into depth on what we learned to actually execute the process and create an actual deliverable.

Our objective of this project is to create an informative video that details the elements of the Integrated Business program here at UCF. Faculty members that created and currently teach the criteria will explain their involvement with the IB program so far and give a synopsis about the new program in the college of business.

Deliverables for this project will include choosing video formats, planning the proper procedures to secure an area for filming, scheduling and interviewing faculty, editing the footage, and finally having the faculty approve the video for release.

Our main objective for this video is to inform students about the Integrated Business program. There has been a bit of confusion on what the program really is and some students maybe ill-informed of the ultimate goal for the IB program. Another objective for the video is to introduce the faculty to students as well as seeing the faculty's perspective on how an IB student can fill important gaps in the job market in the Orlando marketplace.

## **PRIORITY MATRIX:**

Our resources will be limited since the project planning process is only spread throughout one semester. Time is constrained because we want to deliver the finished product before the end of the semester. We will also have to accept the cost because the equipment that is needed to film the video is our main expense. Finally, we will enhance our performance because the video that we create will be used by the Integrated Business Program to show students what it entails.

	<b>Time</b>	<b>Performance</b>	<b>Cost</b>
<b>Constrain</b>	<b>X</b>		
<b>Enhance</b>		<b>X</b>	
<b>Accept</b>			<b>X</b>

## II. KEY ASSUMPTIONS:

When it comes to projects, it is hard to tell how smooth the road will be to the finished product. In reality, assumptions about a project must be made. The key is to identify and document these assumptions because they shape the work of our project and influence requirements needed for our project to be completed. If these assumptions are poorly documented, they could cause serious problems during the lifecycle of our project. These assumptions are documented as follows:

- Team members will be available when needed.
- Team members will exercise their skills on activities assigned.
- Team members will communicate appropriately and in a timely manner.
- Team meetings will be scheduled on the agreed upon times.
- Equipment will be available and delivered before the filming deadline.
- Filming will begin on the agreed upon time.
- Film room will be available and ready for use on the agreed upon time.
- Both team and faculty members will be on time and prepared for filming sessions.
- Backup batteries and equipment will be readily available.
- The editing process will take a couple of weeks to complete.
- The finished product will have the satisfaction of both faculty and team members.

## III. STAKEHOLDER ANALYSIS:

When developing our stakeholder analysis, we found that not too many parties were going to be affected by the proposed action. However, this short list details how much power just a few of stakeholders can hold in our analysis.

### STAKEHOLDER REGISTER:

Stakeholder Register	Power	Interest	Requirements
Integrated Business Faculty	Medium	High	Participation, Insight, Materials, Criticism, Review, Deliverable
Supplier of Filming Equipment	High	Low	Providing equipment needed to film video
Director of IB Program (Jim Gilkeson)	High	High	Participation, Approval, Feedback, and Review of video.

## STAKEHOLDER KEY:

### POWER DEFINITIONS

High Power	A stakeholder with high power can have a big influence on the outcome of the proposed action.
Medium Power	A stakeholder with medium power can have a moderate influence on the outcome of the proposed action.
Low Power	A stakeholder with low power can have little to no influence on the outcome of the proposed action.

### INTEREST DEFINITIONS

High Interest	A stakeholder with high interest has big interest in the project and can be watching closely on your side of the fence.
Medium Interest	A stakeholder with medium interest has a somewhat interest in the project and can be watching on the fence.
Low Interest	A stakeholder with low interest has little to no interest in the project and can be watching on the opposite side of the fence.

## STAKEHOLDER MANAGEMENT STRATEGY:

Integrated Business Faculty	Faculty of the integrated business program will be monitored closely because they could have suggestions for the video that could help it build towards success. They also need to be in communication if they choose to participate in the video so that they understand how the filming process will take place.
Supplier for Equipment	Although the power the suppliers have over the project is high, our involvement with them will only be occasional. Because they don't have any creative liberty over the video, the only time we will need to inform them of anything is if there is a concern with the equipment. The only things that will be addressed is how much the equipment costs, the time and date of usage, and if the equipment is damaged or malfunctioning.
Director of the IB Program (Jim Gilkeson)	Because Jim Gilkeson is the director of the Integrated Business Program, he will be monitored very closely. His approval of the project will determine whether the video will get released. It is important to communicate all of our significant steps so that he is aware of what the final product will be.

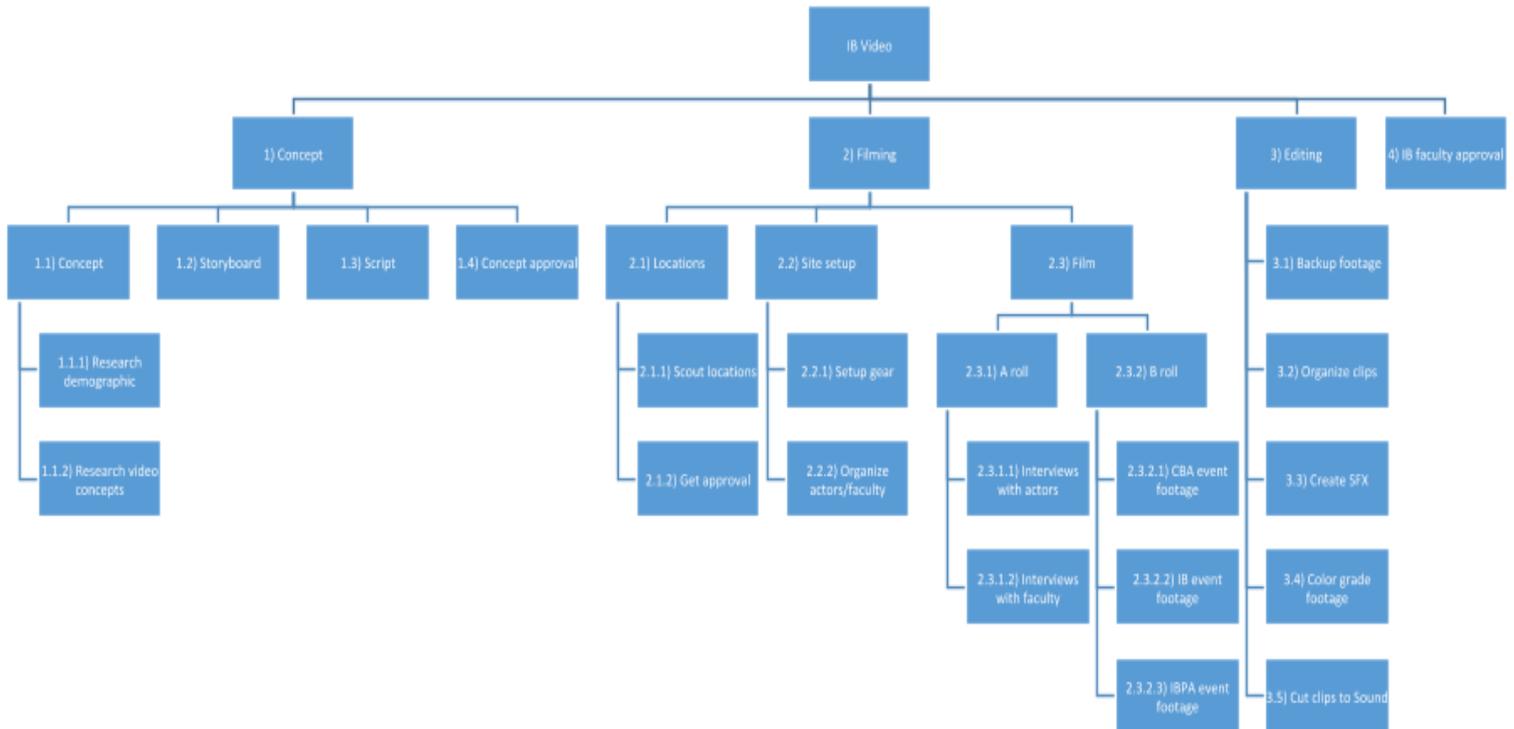
#### IV. COMMUNICATION PLAN:

During a project, communication is a key factor to ensure a successful finished product. A communication plan that guides messages to all members of the project's team and its stakeholders is essential. How well a project team communicates could potentially determine a project's success or failure. The project's communication plan is as follows for our Integrated Business Marketing Video.

Information Type	Timing, Frequency	Sender	Receiver	Communication Method
Deadline Information, Content	Weekly	Bashaar	Jim Gilkeson	Face to Face, Email
Content	Weekly	Bashaar	Lead I.B. Faculty	Face to Face, Email
Equipment, Budget	When Needed	John	Suppliers	Email

#### V. WORK BREAKDOWN STRUCTURE:

Looking at our work breakdown structure, we can clearly see all work packages that need to be completed. It might look simple, but each work package has a hefty amount of work to complete before the entire project can be classified as done.



**WBS DICTIONARY:**

<b>Activity Identification</b>	<b>Description of Activity</b>
IB Video	Completed video
1) Concept	Research and design phase
1.1) Concept	Brainstorming
1.1.1) Research Demographic	Research of audience
1.1.2) Research Video Concepts	Video styles that can be copied
1.2) Storyboard	Design and draw scenes
1.3) Script	Write dialog and camera movements
1.4) Concept Approval	Receive faculty approval of concept design
2) Filming	Setup and recording for video
2.1) Locations	Steps to film at a location
2.1.1) Scout locations	Look for the best locations to film
2.1.2) Get Approval	Get approval from appropriate individual to use the location
2.2) Site Setup	Clean and clear shooting location of things not wanted in the scene and add decorations
2.2.1) Setup Gear	Setup camera gear, tripods, and lights
2.2.2) Organize Actors/Faculty	Direct individuals in what to say and how to act in front of the camera
2.3) Film	Record footage
2.3.1) "A" Roll	Important needed footage to be filmed
2.3.1.1) Interviews with Actors	Interviews on camera with non-faculty
2.3.1.2) Interviews with Faculty	Interviews on camera with faculty

2.3.2) “B” Roll	Extraneous footage with no specific message
2.3.2.1) CBA Event Footage	Record “B” roll at CBA events
2.3.2.2) IB Event Footage	Record “B” roll at IB events
2.3.2.3) IBPA Event Footage	Record “B” roll at IBPA events
3) Editing	Post processing of footage
3.1) Backup footage	Move footage from camera to the editing computer
3.2) Organize Clips	Rough edit of clips
3.3) Create SFX	Create text boxes and transitions
3.4) Color Grade Footage	Color correct footage
3.5) Cut Clips to Sound	Match clips to the beat of the music if needed
4) IB Faculty Approval	Submit final video for faculty approval

**VI. ESTIMATES:**

The following estimates are outlined for a typical short promotional video around sixty seconds to five minutes in length. These estimates are incredibly accurate for almost all promotional video projects. Estimates are given in days for easy conversion purposes for future diagrams and charts.

**ACTIVITY ESTIMATES:**

<b>Work Package</b>	<b>Estimate</b>
Demo Research	1 Day
Video Concept	1-3 Days
Storyboarding	4-5 Days
Script	7-14 Days
Location Scout	1-3 Days
Approval	2-3 Days
SGA Approval	2-3 Days

Lighting Setup	1 Day
Sound Staging	1 Day
Camera Setup	1 Day
Organize Faculty	3-7 Days
Interview Officers	2-3 Days
Interview Faculty	2-3 Days
CBA Footage	1-3 Days
Collect IB Footage	2-3 Days
College BG Noise	1-3 Days
Background Music	1 Day
Edit Backup Footage	14-60 Days
Organize Clips	4-15 Days
Create SFX	3-15 Days
Color Grade Footage	3-15 Days
Sound Sampling	4-15 Days
Final IB Faculty Approval	2-3 Days

## **COST ESTIMATES:**

Again, following estimates are outlined for a typical short promotional video around sixty seconds to five minutes in length. These estimates are incredibly accurate for almost all promotional video projects. Estimates are calculated in USD weekly with a final total cost.

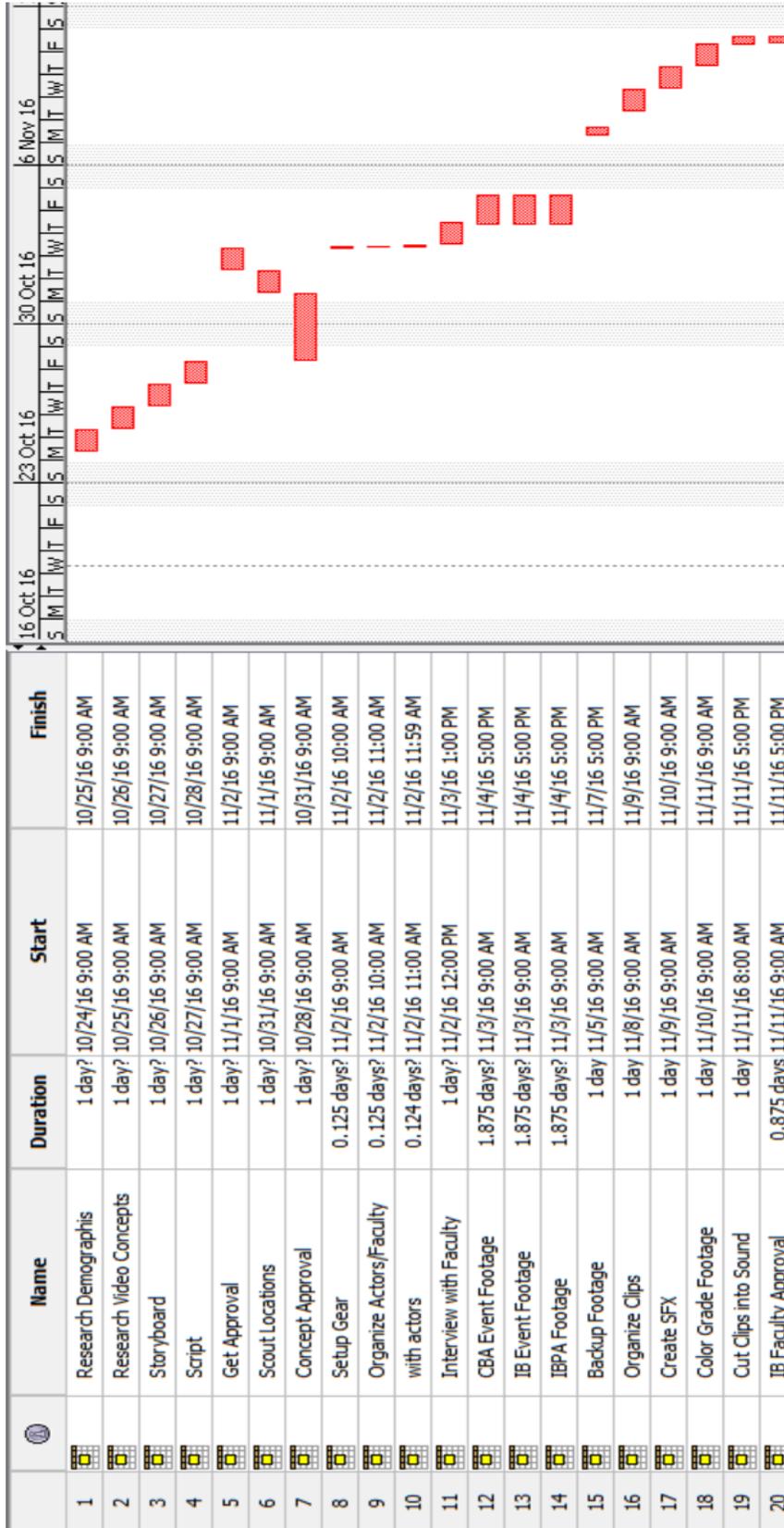
<b>Item</b>	<b>Estimated Cost</b>
Lighting Equipment	\$550/ Week
Microphones	\$55/ Week
Tripods	\$95/ Week
Lens	\$175/ Week
Camera	\$65/ Week
Camera Slider	\$175/ Week
Editing	\$30 (music) + \$75 (SFX) = \$105
<b>Total Estimated Cost</b>	<b>\$1220</b>

## **VII. PROJECT NETWORK DIAGRAM AND CRITICAL PATH**

The network diagram illustrates each of the work packages in sequential order. This way, we can utilize our time in the most effective way. *(Please see the next page for Project Network Diagram in Landscape mode with Critical Path)*



VIII. PROJECT SCHEDULE:





## X. RISK REGISTRAR & RESPONSE STRATEGY:

Managing risk for this project needs to be covered from all sides. Since we will be using an abundance of electronic equipment, executing the project can get risky. There can be mechanical failure with certain equipment and even power concerns. Below outlines certain risks including an impact key and how we plan to mitigate them.

### IMPACT KEY

- 1- *Mild* (Will not likely impact project deadline and budget)
- 2- *Moderate* (Can potentially impact project deadline and budget)
- 3- *Significant* (Poses a serious threat towards project completion and budget)
- 4- *Catastrophic* (Is extremely detrimental to project expectations and deliverables)

Risk ID	Risk	Probability	Impact
1	Battery Loss/ Defective equipment	High	3 - Significant
2	Editing Conflicts	High	2 - Moderate
3	Scheduling Conflicts with Faculty/ Location	Medium	2 - Moderate
4	Final Faculty Approval	Low	4- Catastrophic

### RESPONSE STRATEGIES:

Risk ID	Risk	Response	Contingency Plan
1	Battery Loss/ Defective Equipment	Mitigate	Bring spare batteries in case of battery loss and create alternate schedule for equipment malfunctions.
2	Editing Conflicts	Transference	Find a new editor who is capable of producing quality editing competency and capabilities
3	Scheduling Conflicts with Faculty/ Location	Mitigate	Create an alternate schedule or reschedule faculty during spare time. Designate an alternative filming location in case of primary location occupancy.
4	Final Faculty Approval	Accept	If faculty disapproves of the final theatrical video, the impact will be absorbed.

## XI. PROCUREMENT PLAN & PROCURMENET DOCUMENT

<u>Work Packages</u>	<u>Procurement Needs</u>	<u>Date Needed</u>
2.2.1	Video Camera (GH4)	11/2/16
2.2.1	Lighting (3 LED Light Panels)	11/2/16
2.2.1	Microphone (Shotgun Mic)	11/2/16
3.1	Editing Hardware (I7 4790k Processor, GeForce 980ti SC (6GB VRAM) GFX, 1TB SSD, 16GB RAM )	11/7/16
3.1	Adobe Suite (Premiere Pro Video Editor)	11/7/16

### **Jupiter High Productions | Request for Quote**

#### Project Scope

Jupiter High Productions needs a pre specified list of filming equipment with itemized charges in the submission instructions.

#### **The list of equipment needed by Jupiter High Productions goes as follows:**

Item	Qty	Specific/Technical Details	Approximate Rental Cost/ Day
Camera	1	Panasonic GH4	<u>\$ Vendor price</u>
Studio Lights	3	Aperture 672s OR lights with a CRI of 95+	<u>\$ Vendor price</u>

In order for a vendor to qualify for the contract the vendor must:

- Have the gear ready for pickup by 12pm 11/1/16 or deliver the gear before the filming deadline at 11pm 11/2/16
- Provide a final quote which includes rental prices, to/from shipping costs, any insurance fees that may be required, and any other extraneous fees
- The vendor must allow for the rental period to be extended if needed once the gear is in possession of the production team.

#### **Submission Instructions**

Vendors must submit their quote clearly typed into a computer generated table with the columns mentioned below in this exact order to be included at a minimum. Additional details may be included in columns following these.

Exact / Similar	Item	Qty	Description / technical specs (if similar)	1 Day Rental Price	Shipping Cost (per item or total)
Exact	Camera	1	Panasonic GH4	\$	\$
Similar	Studio Lights	3	Hive Tungsten spotlight	\$	\$
Shipping total					\$
1 Day Rental Price total				\$	
Gear & Shipping Total				\$	

## **XII. CONCLUSION:**

In the beginning of the planning process in our project, we prematurely determined that planning and executing this project was going to be easy. After all, filming is just point a shoot, right? After planning all phases of this project, we quickly realized that this was no easy task; no matter how easy it sounded.

Jupiter High was so determined and motivated by the planning process that we decided to invest more time and actually execute the project. With some great tools learned in the planning process, we were able to yield a full deliverable to stakeholders. Additionally, this project had high interest with the Director of communication and marketing at The University of Central Florida after we had explained to her our idea back in October. It is now being considered as marketing material for the Integrated Business Program.

We are ecstatic on how this project came to be and will certainly use this process in future projects to come.