

Video Project Details – Overview and Deliverables

for Air Academy Federal Credit Union (AAFCU®)

aafcu.com

Overview: Social media is a constantly growing and shifting market which requires consistent attention to garner results. Many businesses across social channels require a steady flow of relevant, helpful, or entertaining content in order to maintain attention or build a following.

This project is designed to give students the opportunity to build content for social media, with a strong focus on video production and typography. These informative videos will be posted at regular (weekly) intervals across three social channels (Instagram, Facebook, and Twitter) once completed, over the course of one month.

Deliverables (Details):

- **4 videos** (*one per week, for a total of one month*)
 - Videos will be part of a series covering **ONE topic** of choice
 - Must carry similar design elements across **all four videos** to make it clear that they are part of a series, however, should not be completely identical. For example, a student may carry a specific font, color scheme, or layout across all four videos.
- **Video Length:** 15 seconds – 1 minute (*each*)
- **Video Dimensions:** 1024px by 1024px (*Square layout*)
- **Do not** advertise AAFCU's products, rates, or other assets within these videos. The intent is to inform, rather than advertise. Any advertising of AAFCU's products would require legal disclosures and compliance review.

The goal of this project is to create a **4-part** video series of **short, simple, aesthetically interesting, and easy to understand** clips. These will be used to **educate the general public on one financial topic** (listed below) that might not be common knowledge. The target audience for these videos varies based on the topic, though in general the **goal is to inform anyone that may come across these videos** on social media. Students are encouraged to focus on colors, shapes, vector imaging (especially due to After Effects' vector capabilities) and strong "*kinetic*" typography, rather than heavy photography to convey their message.

In most cases, students will need to **research these topics** on their own in order to gain the understanding needed to teach others (See next page for topics).

Topic Choices and their Target Audience

1. What is a “HELOC” (Home Equity Line of Credit)

- **Helpful questions:** What does the name “HELOC” mean, and what can they be used for? Etc.
- **Target Audience:** Homeowners. These are people that have owned a home for long enough to accumulate additional value or equity. Audience will be people who might need extra money for medical expenses, large planned purchases, or to consolidate debt.

2. What can I expect from the homebuying process?

- **Helpful questions:** How does one initiate the homebuying process? What documentation might be required? How does one apply for a home loan, and when should they do it? What services are necessary (home inspections, appraisals, etc.)? How long can it take to move in? What are some common mortgage types? Etc.
- **Target Audience:** First time homebuyers, or anyone that has never purchased a home. Typically this applies to a young adult demographic, but the age range will vary based on life experiences.

3. What is Financial Planning?

- **Helpful questions:** What is a Financial planner, and what can they do for me? What does “Financial Planning” encompass? (Include details regarding specific aspects of financial planning), etc.
- **Target Audience:** Typically, financial planning targets an older demographic of middle-aged and older individuals, however, it is important to attempt to educate a younger demographic as well. Women are also a key target audience for this topic.

References

For supporting imagery or media.

Included below are websites students may find helpful for this or future projects. While many of these websites provide excellent images, (as stated above) students are encouraged to focus on colors, shapes, vector imaging (especially due to After Effects' vector capabilities) and strong *“kinetic”* typography, rather than heavy photography to convey their message.

Free (Creative Commons):

- <https://unsplash.com/>
- <https://www.pexels.com/>
- <https://morguefile.com/>
- <https://picjumbo.com/>
- <http://snapwiresnaps.tumblr.com/>
- <https://freenaturestock.com/>

Free Weekly/Monthly with Signup (must have account):

- <https://creativemarket.com/free-goods> - Change weekly
- <https://www.istockphoto.com/> - Scroll to “Free” section on homepage
- <https://www.shutterstock.com/> - Scroll to “Free” section on homepage
- <https://www.designcuts.com/product-category/freebies/> - Includes tutorials

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