

Steve Spence
Video Treatment: Draft 2
CMS 3720
September 24, 2018

Title: Jump Start your Career!

Length: Between 1:30 and 3:00 minutes

Audience:

Current CMS and Film Production majors at Clayton State University

Content:

The video will describe the ways that students can and should develop a portfolio of print and/or audio-visual work that demonstrates their skills and achievements.

The video will emphasize that employers looking for content creators will expect to see a portfolio showcasing the applicant's skills. By "content creator" we mean virtually all of the jobs that are targeted by CMS and Film majors, including public relations specialists, communication specialists, journalists, social media managers, videographers, photographers, graphic designers, on-air talent, above-the-line film production, etc.

The video then will detail a three-step path toward building a successful portfolio and starting a professional career:

1. On-campus experiences (e.g. Student Media, Campus Movie Fest, the Film Society and other campus groups, etc.) allow students to gain experience, create résumé lines, and develop printed or recorded portfolio items.
2. These on-campus achievements then become part of an application for a high-quality off-campus internship, which is a graduation requirement. Students should start early to identify possible internship hosts. The ideal host will give the student the opportunity to gain professional experience, develop new résumé lines, *and* create professional-quality portfolio items.
3. Graduates then use all of these experiences and portfolio items as part of their applications for jobs in their chosen fields.

Style:

Bright, colorful and energized

Additional Requirements:

See the [Streaming Video](#) assignment page for details.