Capstone Media Project Guide
Communication Department

Capstone projects that have media production as the primary method for presenting their research should consider the following key points.

1. All projects (including creative media projects) begin with a research question – what do you want to know?

2. Media projects are not exempt from writing. In fact, there is a significant writing component to media projects. These include research into what types of similar projects have been already produced, background research into specifics of project theme, write-up of a story-pitch, development of a storyboard, transcription of interviews, voice-over scripting, etc.

3. Media projects are broken down into three phases: (1) pre-production, (2) production, and (3) post-production.

4. The pre-production phase includes all aspects of the project that need to be completed prior to actual production, including (but not limited to) the aforementioned storyboard, scripts, interview questions, location scouting, equipment lists, above-the-line and below-the-line crew, collecting of photographs, etc.

5. The production phase includes the actual generation of content including recording of audio and/or video, creation of visual designs, etc.

6. The post-production phase includes editing of the final content and preparation for distribution through some sort of communication channel (e.g. website, CD, DVD, blog, hosted streaming service, etc.).

7. Finally, each student is expected to submit a work portfolio in addition to the completed media project: that may include: (1) a project treatment including research question, (2) notes relating to the three phases of production (including interviews transcripts, budgets, equipment logs, etc.), (3) a running journal of production activities detailing obstacles and solutions, (4) the final creative media project (on a CD, DVD, or flash drive, or as a web link or URL), and (5) a short final paper describing the various stages of the project and reflecting upon the extent to which you were successful in answering your research question within the context of the field of Communication.