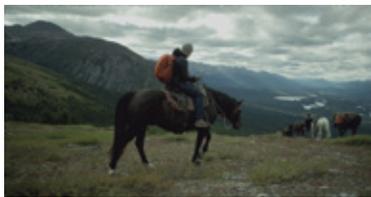


MUSKWA-KECHIKA FEATURETTE

Video Editor | Destination British Columbia



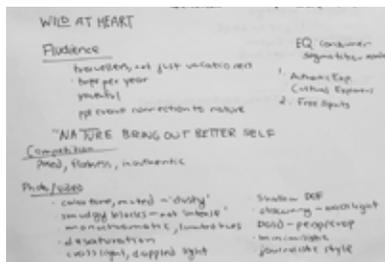
I created a behind the scenes featurette video to give context and inspire DBC's audience to watch the Muskwa-Kechika Virtual Reality video. The video was filmed in Summer 2017 and while the VR video was already completed, the behind the scenes footage and b-roll had yet to be edited and compiled together.

Scripting , Storyboarding, Editing, Brand Alignment, Motion Graphics

Premiere, After Effects, Illustrator



RESEARCH



Brand Alignment

I studied the DBC brand following the brand guidelines and analyzing their existing content, to ensure that I built up an intuition and tone for the video/photography that aligned with the company. I found that the emphasis was placed on authenticity and telling stories that evoke emotion.

“WILD AT HEART + AUTHENTIC EXPERIENCE”



Featurette

Having never created a behind the scenes featurette style video before, I analyzed several featurettes created by famous studios for movies, to understand the style and genre.

IDEATION

Scripting

I shifted through six hours of B-Roll and two hours of interviews to familiarize myself with the content. From the interviews I created an outline, organizing it into related concepts. I typed up and categorized the important quotes to use for creating the script.

[MK northern British Columbia]

WAYNE: "The MK is the biggest chunk of wilderness left in the Rocky mountains about... 15 million acres. And it's the size of Ireland and it was created through public panelling resources." (Wayne, 11, 17:55:21).

WAYNE: "It's so important that this area be protected its the biggest chunk of wilderness left in the Rocky Mountains. It has more species of large mammals in greater abundance than anywhere in North America. It is America's one hot spot for wildlife and big wilderness. That is important on the international level. We've seen the tide of development from the east to west across north America and wash up the flanks of the Rocky Mountains and still leave this one piece in tact. And that's what makes it important" (Wayne, 11, M5).

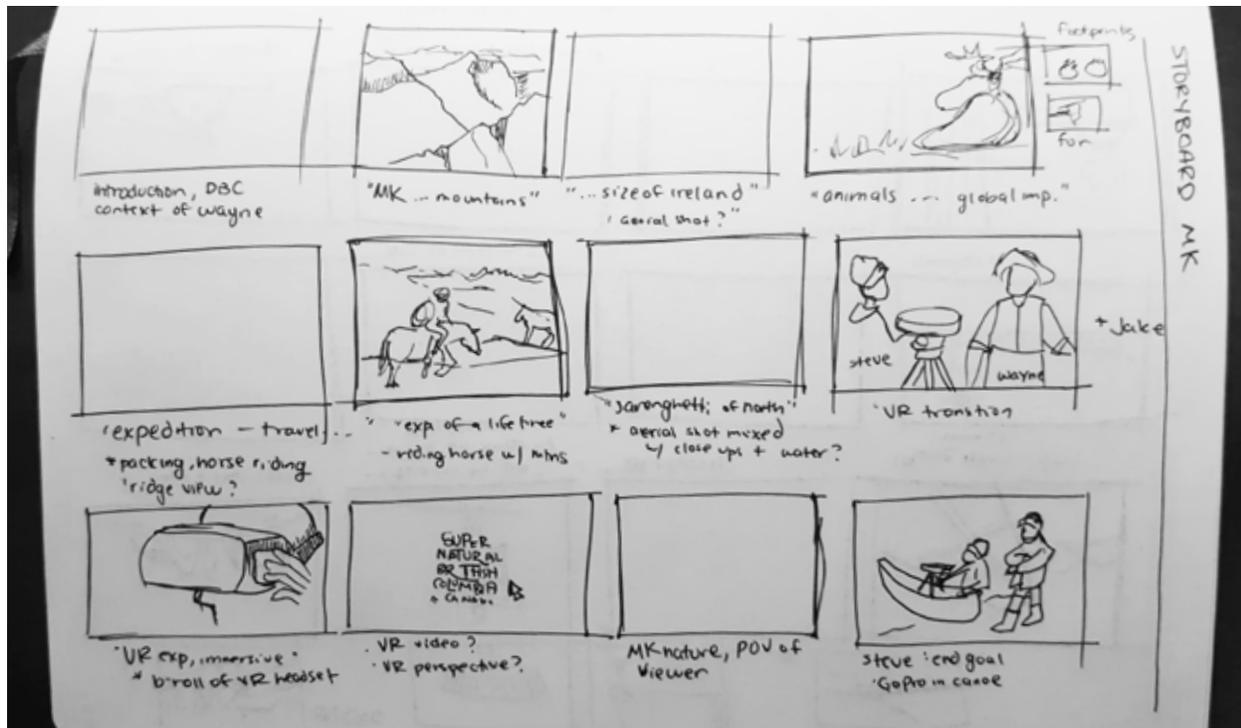
[footage of calf and cariboo]

WAYNE: "Just nature appreciation. Just being out here and seeing the cow and calf cariboo that came to see us just a short time's those days was really thrilling" (Wayne, 11, M13)

Script for MK video organized according to interview quotes.

Storyboard

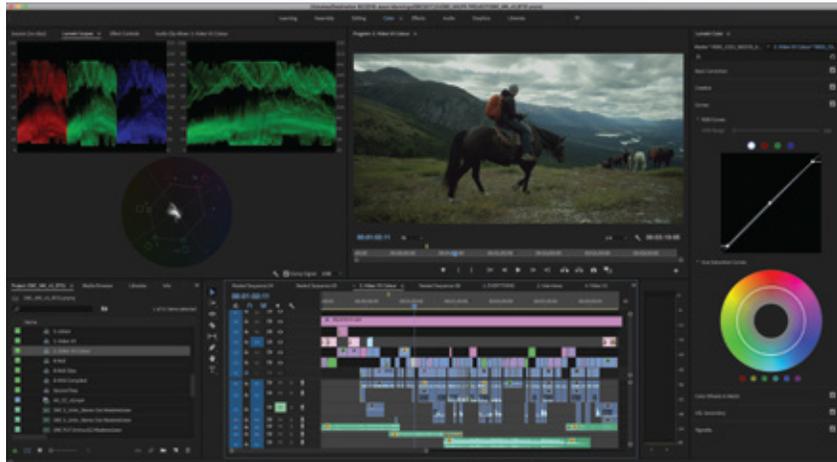
Once completed with the verbal story, I storyboarded the video thinking of which shots of b-roll would be more appropriate for each section, to determine whether there was enough coverage for the content.



POST OVERVIEW

Each edit received a review, I listened to critique and then applied the appropriate revisions to portray the most compelling story.

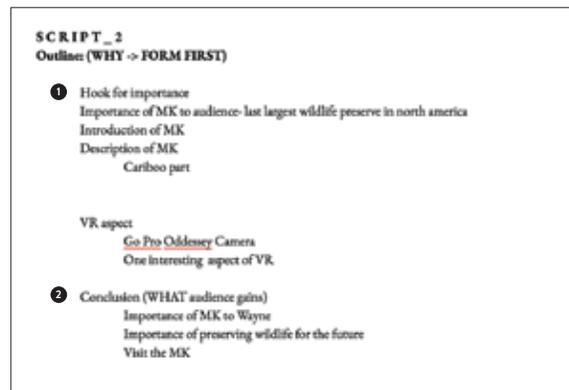
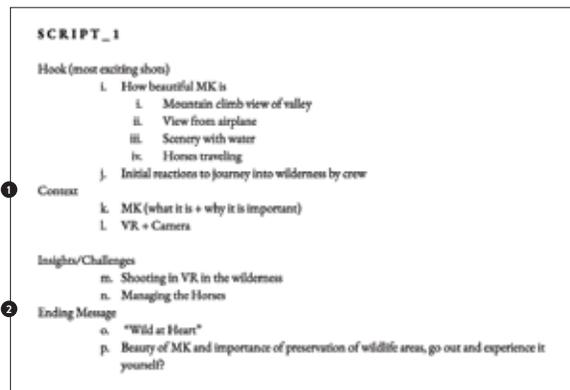
Audio Edit1 > Audio Edit2 > Audio Edit3 > Video Edit1 >>> Video Edit 10 > Colour Correction



Colour correcting workspace after the edit was approved.

CHALLENGES

My first audio edit was too technical and focused on the 'Behind the Scenes' aspect of the crew as opposed to the emotional appeal and importance of preserving the wilderness. After a review session, I took another look and revised the script (as seen in the comparison of outlines below), pulling the most intriguing quotes. The result conveyed peoples' personal connection to the location and the global importance, making it much more compelling.



- 1 The first version was too focused on technical aspects of the shoot.
- 2 The ending message was not as clear and too general.

- 1 Intro hooks the audience and introduces the topic first.
- 2 Level of importance on personal, audience and world level.

CONTRIBUTION



It is often difficult to clearly communicate context and location of places for travel through video. Having previous experience in motion graphics, I was able to extend the video further by creating an animated map that clearly demonstrates how to travel to the end destination at Mayfield Lake Camp.

From this project, I created a small library of animated travel maps to various other destinations for later use. Below are some other animated maps I created to popular locations around British Columbia.



TAKEAWAYS

Having only some experience in colour correcting, I learned how to use different waveform graphs to adjust colour and luma values to account for any inconsistencies across different display screens.

I gained experience in assembling a coherent and emotional story from b-roll and interviews to create a documentary-featurette style video.

The video was played at the all staff meeting. My supervisor and team were pleased with the final video and it was distributed accordingly on the company's YouTube and social media alongside the VR one.