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Juniata College  
1700 Moore Street  
Huntingdon, PA 16652

# INTEGRATED MEDIA ARTS PRACTICUM: **The Alfies**

Practicum

Spring 2021

Presented By:

**Tatum Poirier**

Professor:

**Ryan Gibboney, MFA**

Presented:

**February 2, 2021**

Completion Date:

**May 7, 2021**

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# DEFINE

## The Project:

The Alfies are an awards show held at the beginning of May to showcase the achievements of our athletes over the course of each school year. The awards usually consists of the five big 5 awards which are endowed and then 5 "SAAC" awards (Student Athlete Advisory Committee), which are voted on by the students themselves. Throughout the evening we acknowledge all of various accolades the student-athletes were awarded, both team and individual.

## Challenges:

**Time:** The majority of this project does not begin until we receive the nominations for the big five awards. This will only give me about a month to create compelling video content for the awards show itself.

**Project Management:** I am working on a handful of different semester-long projects this spring, therefore it will be important for me to make sure my time is managed well.

**Pandemic:** Since we are living through a stressful time, we will have to take extra measures to ensure the health and safety of our athletes and myself. We could also be sent home at any time during the semester, therefore we have to make sure to have a back-up plan if we are not on campus to create content.

**Creativity:** This project is open-ended and could completely change at any moment. As of now, sports are in-action for the semester, but that could change at any moment. This could mean that the content that we are planning to create could look entirely different by the end of the semester, so we must remain flexible.

## Steps to Completion:

**Phase 1: Define:** The outcome of this project will be a 40 minute presentation that contains video of athletes, moving graphics, photographs, etc. My role will be putting the entire presentation/video together and shooting video of our award winners.

**Phase 2: Assess:** During this period, I will need to draft a schedule for the upcoming semester to make sure that what we want to accomplish can be completed. This will include a list of tasks that needs to get done for the Alfies to be successful. I will need to determine what materials we already have that I can work with. The Athletics Department has an entire drive full of photography and game highlights that I can utilize.

**Phase 3: Research** Looking at past Alfies awards shows to determine what worked and what could be changed to a more engaging awards show.

**Phase 4: Design:** This will include re-designing the Alfies and figuring out what video will need to be shot. This could include a storyboard and referencing last year's production.

**Phase 5 Deliver:** An 30 min - 1 hour long video presentation.

## DEADLINE SCHEDULE

WEEK	TIME FRAME	TASK
Week 1	2/8 - 2/12	Draft Proposal, Identify deadlines
Week 2	2/15 - 2/19	Review old Aflies content
Week 3	2/22 - 2/26	Review old Aflies content
Week 4	3/1 - 3/5	Start grouping photos and videos we could incorporate
Week 5	3/8 - 3/12	Continue grouping photos and videos we could incorporate
Week 6	3/15 - 3/19	Big 5 survey and SAAC Award survey go out
Week 7	3/22 - 3/26	Start scheduling filming times with athletes that received awards
Week 8	3/29 - 4/2	Filming
Week 9	4/5 - 4/9	Filming
Week 10	4/12 - 4/16	Filming/Editing
Week 11	4/19 - 4/23	Editing full presentation, plan for reshoots
Week 12	4/26 - 4/30	Editing full presentation
Week 13	5/3 - 5/7	The Alfies!! (May 7th)

# ASSESS

**ALFIES**  
2020

**ALL-ECAC**  
FIRST TEAM



**KYLIE  
ORNDORF**



**AZIA  
KALIL**



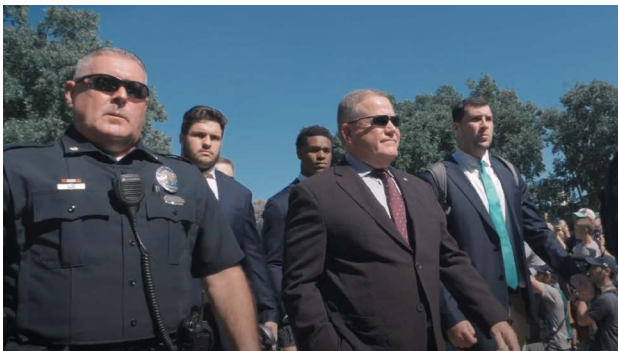
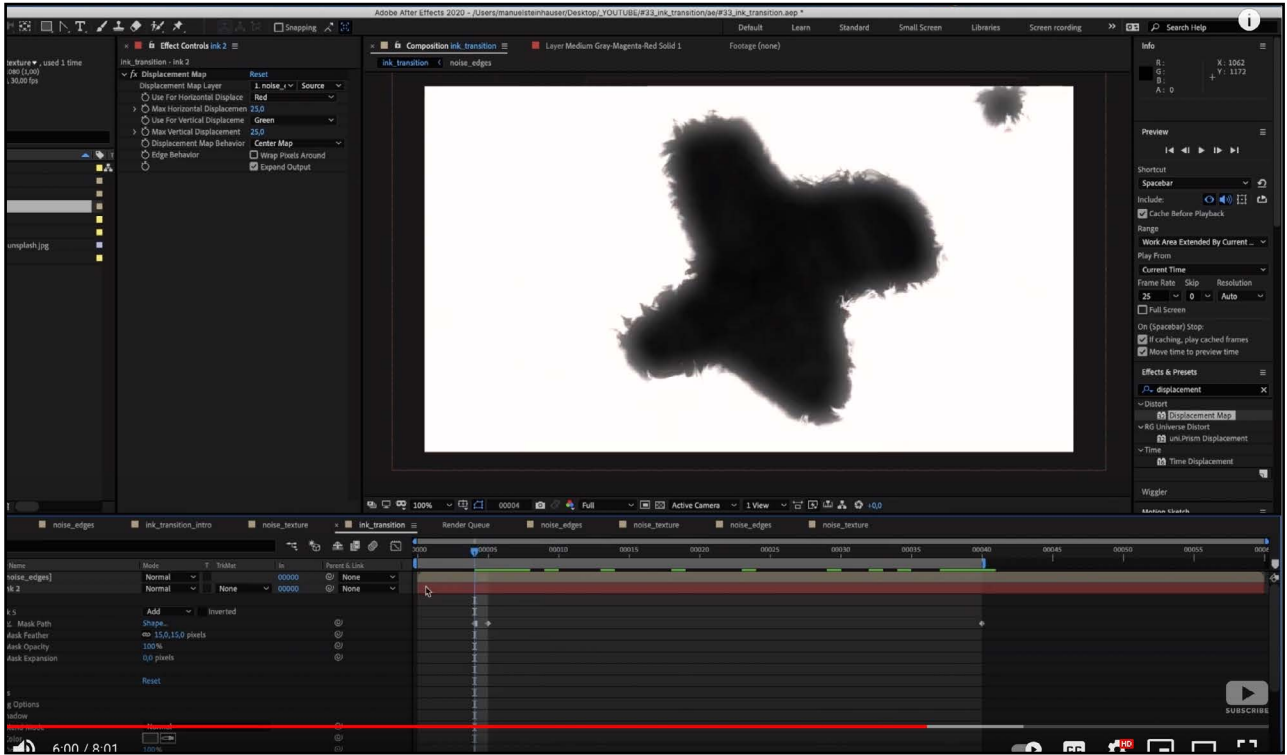
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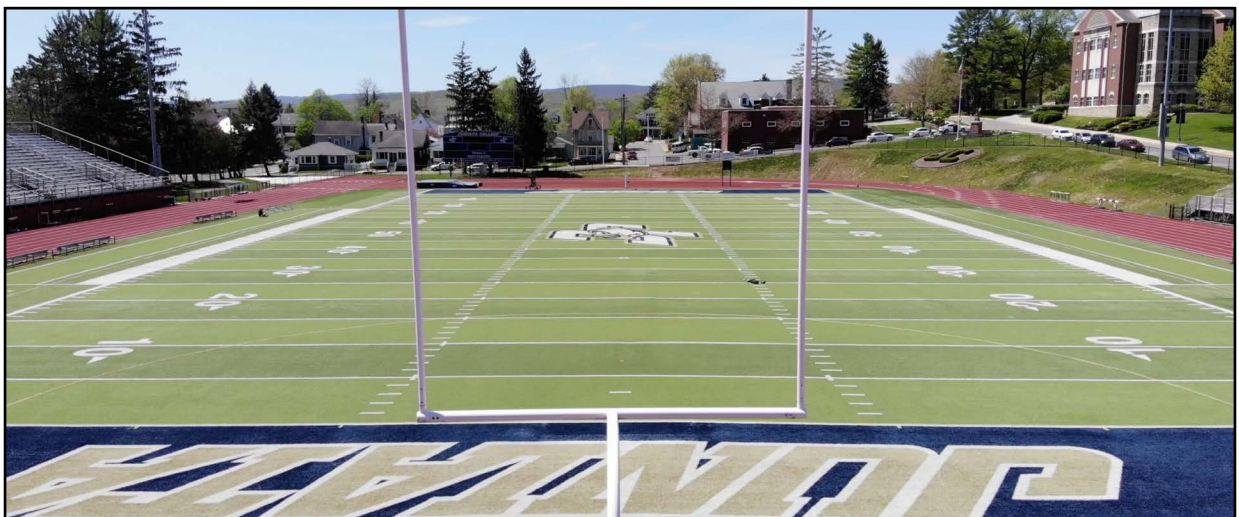
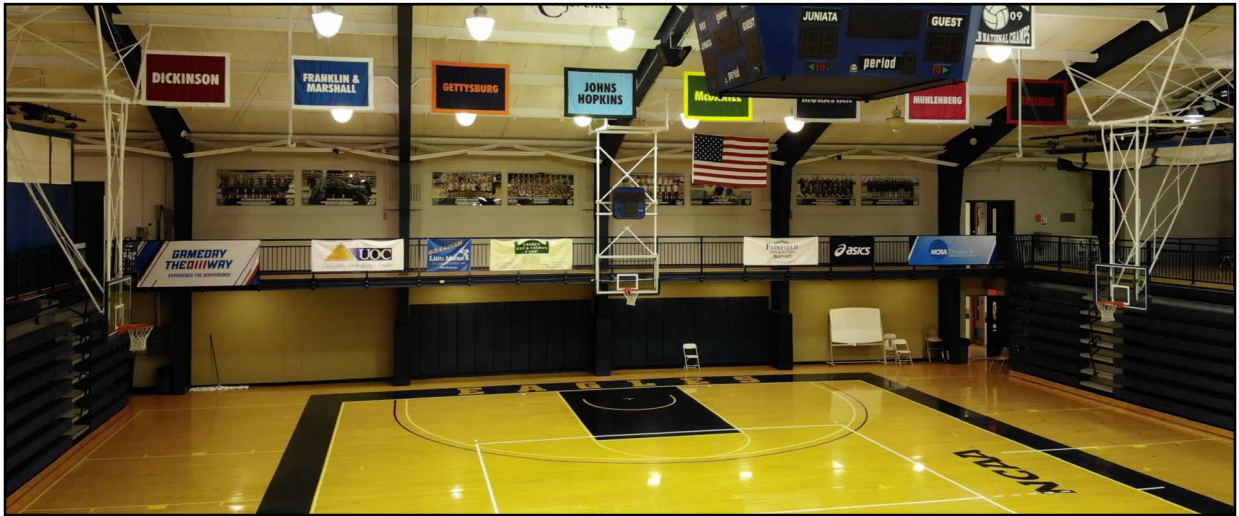


# RESEARCH



# DESIGN

Footage shot on DJI Mavic Air



# DESIGN

Footage shot on Canon 90D



# DELIVER

*Introduction:*



*Conclusion:*





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# HOURS

DATE	TIME	TASK
2/8 - 2/12	9 hours	Filmed Women's Basketball team. Organized, labeled, and sorted through footage.
2/15 - 2/19	6 hours	Looked through old Aflie's files for inspiration and to see what we could utilize for this years project.
2/22 - 2/26	8 hours	Filmed Swimming, Men's Basketball, and Women's Basketball. Organized, labeled, and sorted through footage.
3/1 - 3/5	6 hours	Filmed Field Hockey and Men's Volleyball. Organized, labeled, and sorted through footage.
3/8 - 3/12	2 hours	Organized, labeled, and sorted through footage already taken.
3/15 - 3/19	8 hours	Filmed Men's Soccer and Baseball. Organized, labeled, and sorted through footage.
3/22 - 3/26	11 hours	Filmed Men's Volleyball, Women's Lacrosse, and Tennis. Organized, labeled, and sorted through footage.
3/29 - 4/2	4 hours	Meeting with Ben and Danny Ulrich-Young to make a plan moving through April. Meeting with Claire to establish her role.
4/5 - 4/9	4 hours	Shot drone footage end edited the footage in Premiere.
4/12 - 4/16	0 hours	
4/19 - 4/23	3 hours	Filmed softball game.
4/26 - 4/30	19 hours	Sorted through footage and looked for inspiration for Highlight video. Recorded and edited audio in Audition of coaches and SAAC representatives.
5/3 - 5/7	20 hours	Edited highlight and introduction video. Re-recorded audio that we decided to add last minute.

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## REFLECT

### Will Juniata be participating in sports this year?



The question all of our athletes were wondering once we went into a worldwide pandemic.. What will happen to sports? With the answer to that question being unknown for so long, it was hard to plan for an awards show at the end of this academic year. We were not sure if we would have to create the Alfies completely from scratch or if we would be able to capture footage of sports teams in action. Luckily, we were able to have a successful semester of sports. That's not to say it was easy though. All 24 of our sports were playing during the spring semester. To put that into perspective, usually we have 11 teams compete in the fall and then 13 from December and on. Trying to juggle 24 sports in-season in one semester was definitely a huge change for our Athletic Communications office. We typically had 4-10 different matches happening a week. Therefore, adjusting to this change took some time for the Athletics Department. The demand on our teams and the staff at Juniata dramatically increased. That being said, our staff and teams did not let up and performed relatively well.

My duties for the Alfies included capturing game footage at every home game, recording audio from our SAAC representatives and coaches, and then finally producing two separate videos for an Intro and Outro of the awards show. We were forced to wait until the last week of the semester to get started producing the Alfies, due

to the demand on our staff. Our staff usually has more time to prepare for the Alfies, but this year they had duties that came first. Therefore, all of my work needed to be completed in less than a week. I had prepared for this by sorting through footage and creating an effective file structure system. During this time I trained two students that wanted to help on the project as well as new interns that wanted to join the office team after I graduate. Needless to say, this semester was incredibly busy.

One of my favorite pieces of this project was shooting drone footage of all of our facilities. I was really pleased with how the footage turned out and was happy with the end result. I would have to say that the Alfies this year have topped the ones we have had in the past even though we were on a very short time stamp. I am pleased with how the awards show went and the athletes were happy with it.

Overall, the Alfies have helped me navigate what I want to do next with my career. I am more interested in working with sports videography and have gained meaningful connections with Athletics Department staff here at Juniata. I would work on this project again in a heartbeat!