

Project Proposal

DANCE RESEARCH SERIES

(Official name coming soon)

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I N T R O D U C T I O N

This document outlines the project proposal for a YouTube video series that centers around dance-related research spanning topics such as influential choreographers, the importance of dance, and how it fits into our everyday lives.

Whether you are a dancer or not, it is hard to deny that competitive and artistic dance have made their way into the hearts and minds of many during these past few years. Through creating a series of short videos (3-5 minutes each) with this in mind, people can learn more about the many moving pieces that go into creating the visuals and pieces that they know and love.

G O A L S

The goal of this channel and video series is to provide insight into various aspects of the dance world and help audiences further understand what it takes to train, perform, and enjoy dance and its many nuances.

ARTIFACTS

My deliverables can be divvied up into three main categories:
Pre-Production, Production, and Post-Production.

The following details what is included in each section of production.

- Pre-Production
 - Research
 - Storyboard
 - Production Plan
 - Scripts
 - Filming Time/Location
- Production
 - Test Footage
 - Filming
- Post-Production
 - Editing
 - Graphics
 - Thumbnails
 - Video Titles and Descriptions
 - Channel Creation
 - Audience Test
 - Launch Final Videos

POSSIBLE TOPICS

- Influential Choreographer Highlight
- Break Dancing Enters the Olympics
- The Benefits of Dance (even for non-dancers)
- UDA Nationals, Changing the Way the World Views Dance
- What Does it Mean to “Go Pro”?

FORMAT

Videos will be filmed using a Canon Rebel T7 and an iPhone 13, edited in Adobe Suite, and posted to a dedicated YouTube Channel.

Each video will be 3-5 minutes long and will present a new dance topic in a fun and engaging manner.

TIMELINE

This project spans a total of 6 weeks. Below is the preliminary timeline.

Week One: Proposal and Research

Week Two: Project Management and Additional Research

Week Three: Pre-Production

Week Four: Production

Weeks Five and Six: Post-Production and Video Finalization



C O N C L U S I O N

The proposal presented in this document outlines a comprehensive plan for launching this YouTube series dedicated to dance research. With the growing interest in dance, this video series has the opportunity to unite and educate those from different backgrounds by providing well-researched and engaging videos on various dance topics.

