



PROMOTING UNIVERSITY
DEPARTMENTS THROUGH
SHORT FORM VIDEO

Katrina B. Martin



IDEAS & VISION

- ❖ Giving back to the program
- ❖ Promoting the program
- ❖ Promoting the university as a whole



METHODS

- ❖ Idea gathering from students
- ❖ Forming questions
- ❖ Contacting Teachers
- ❖ Interviews and Recording classes
- ❖ Final videos



MARKETING

- ❖ Promoting the Honors Program
- ❖ Promoting Teachers and Classes
- ❖ Future promotion for the University



GREATER GOAL

- ❖ Promoting more UW departments
- ❖ Through teacher interviews
- ❖ Through class recordings



GREATER GOAL

- ❖ Promoting the University as a whole
- ❖ Through department tours
- ❖ Through faculty interviews
- ❖ Through building tours



WHY VIDEO?

- ❖ Integration with digital media generations
- ❖ Easy to make
- ❖ Easy to view
- ❖ Catches interest
- ❖ Shows more than text or audio
- ❖ Variety of places to publish



SAMPLE VIDEO

Who is Honors?