

Digital Media Produces Corporate Plan DVD

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TKHS, The Trojan Voice

The Thornapple Kellogg High School Digital Media class is moving out of the classroom and into the business world. The introductory class is now not only teaching editing programs and filming skills, but the advanced class is putting those skills to the test.

On Wednesday, January 16, six advanced media students went on a trip to Hastings Mutual Insurance Company to film a very crucial piece of business known as a corporate plan. The class packed the equipment into a school van, drove to HMI, set up and operated the equipment.

“We started doing these professional film shoots last year with my digital media class,” said Jerry Robinson, digital media teacher, “and it’s always been a really good experience for my students. It teaches them how to set up for a professional filming and how to conduct themselves appropriately in a place of business.”

The class also edits the footage, and creates a DVD menu to break the meeting into several parts on the main menu. This helps organize the footage for those who watch.

“The editing process is my favorite,” said Dylan Hamilton, digital media student, “It gives you a chance to use the equipment and be creative.”

The class handles the production, editing, and printing of the disks. The process of creating this film starts with the students, and ends with the students. However, the end product has to be as if a company had filmed and professionally created the film.

“The production will be viewed by over 370 people within the Hastings Mutual company, and will be shipped out over a five state area to the employees that couldn’t be at the meeting,” said Susan Stiver, Hastings Mutual Insurance Coordinator. “The end product has to be good because to all of those people, it represents our company.”

HMI also reviews and directs how the disc will turn out in ways, such as deciding what sections the menu will be in, but most of the decisions are made exclusively by the class. At the end of producing the DVD the students will have put together a piece of work that the company sees as worthy to be sent out to all branches.

“Last year, we were very happy with the end product that the class came up with,” said Stiver, “We thought it turned out very professional, and we didn’t have to think twice about asking them back.”

The students in the class benefit from this not only with the experience that they gain, but in other ways too. “The process that we go through when we do professional productions is that we first make the DVDs, we do the printing, and then the company makes a donation to the digital media program,” said Robinson.

I’m really glad that I had the opportunity to do this,” said Jacob Bauer, “because it helps me in the future, it helps out the company, and it helps the program. It was a really great opportunity for everyone.”