



SOUTHERN UTAH MUSEUM of ART

Sally Strand Trailer Creative Brief

Project Name: Art Insights: Sally Strand Trailer

Synopsis of Concept: The purpose of this trailer is to showcase the work of artist Sally Strand who will be displaying her paintings in a SUMA exhibit from Tuesday, October 31st to Saturday, December 16th. The video will feature exhibit installation, wide shots of the exhibit, close-ups of Sally painting, and close-ups of individual paintings with visitors admiring them. Sally will be interviewed about her work as an artist, what inspires her paintings, and her advice to aspiring artists. Part of her interview will be utilized as a voice over during the video.

Task required: Film interview with Sally, shots of the exhibit, and footage of SUMA.

Background: In the past, SUMA has used Facebook videos for Art Insights, various exhibits, Grand Opening, and music performances in the museum. This is the first time a trailer of an exhibit will be featured on SUMA's social media and website.

In order to track the performance of this video, past engagement from recent videos is below:

Engagement from Recent Live Videos

Video	Date Filmed	Reach	Video Views	Unique Viewers	Avg. Watch Time/Total Length	Engagement
Art Insights: Lynn Gaines	9/27/2017	577	108	95	0:30/54:38	6
Art Insights: Gina Adams	9/17/2017	342	126	113	0:18/54:06	8
Summer of Love	8/27/2017	1,000	332	277	0:09/0:25	51
Pathfinders Jury Selection	7/7/2017	5,300	2,000	1,700	0:10/2:33	170

Positioning: Exhibits like *Art Insights: Sally Strand* provides SUU students and southern Utah the opportunity to experience notable artists and artwork from around the nation.

What are we trying to achieve? The focus of this trailer is to show how work from Art Insights and Sally Strand is relevant and meaningful to SUU and southern Utah. It will also showcase how SUMA is a museum that provides the community with many opportunities to experience art.

Who are we talking to? SUMA's target audience for this project includes SUU students and faculty and southern Utah residents. This video can be placed on SUMA's website and Facebook page. According to SUMA's Facebook page, the majority of our followers (534) are from Cedar City. 69% are women, 18% are ages 25-34 and 15% are ages 35-44. Because of these factors, it is important for the interview to focus on the ties of this exhibit to SUU and southern Utah and how Sally's artwork is relatable because it features everyday life as a theme.

What do they think now? Currently, SUMA is still in growth stages when attracting target and local audiences. The museum is busy during the summertime, but attendance for Fall and Spring last year indicated significant decreases. Local audiences may not be aware of opportunities and offerings at SUMA and they may also not be as interested unless exhibits are made relevant to them.

What do we want them to think or do after exposure to the communication? After watching the video, we want audiences to admire the artwork at SUMA and feel welcome to visit the museum. We also want them to understand why it is important to have Sally's artwork on display and how her work is meaningful to the community.

Single-minded proposition: SUMA is a museum that allows local southern Utah residents the opportunity to participate in shared art experiences and enjoy artwork as a community.

Desired brand personality/voice: We want to maintain a positive and professional voice, as well as an engaging and inviting tone. This video will assist with showing a more personable side of SUMA so visitors will feel welcome at the museum.

Mandatories: There needs to be a placeholder card with SUMA's logo, hours, and admission at the end of the video so audiences are aware of when to visit. The video should open with a front facing shot of SUMA with the title and dates of the exhibit.

Any other considerations, issues, and insights? This video will show how the museum can be inviting and welcoming through its exhibits and featured artists. SUMA staff members have reported that SUU students find the building to be intimidating and they are unaware of when the museum is open and the cost of admission. Featuring Sally's thoughts and inspiration as an artist can also develop understanding of her artwork and make SUMA and her exhibit more approachable.

Budget: The only equipment left to purchase is a microphone for recording. Participants' schedules and time will be taken into consideration for practice rounds and actual filming of the interview.

Timing: Sally's interview and b-roll of her painting will take place during Saturday, October 21st when her artwork is being picked up in southern California. Shots of the installation, planning, and display will take place around Monday, October 30th.

Sally Strand's Website: <http://sallystrand.com/>

Questions to Ask Sally

- (1) What is your personal mission/purpose as an artist?
- (2) Tell me more about your training as an artist.
- (3) What is your preferred medium and why do you enjoy working with it?
- (4) How does scale inform your work?
- (5) Why are you excited to showcase your work at SUMA?
- (6) What advice would you give to young artists?
- (7) Anything else?

Proposed Project Milestones:

- Monday, October 9th: Contact Eric Brown to determine a date and time to interview (either the Monday the exhibit is installed or the following Tuesday morning).
- Monday, October 9th: Send questions to Sally along with dates and times to film.
- October 10th-18th: Develop storyboard and film SUMA exterior.
- Thursday, October 12th: Meet with Ben Linford to discuss filming with sound. Also set-up appointment to go over Adobe After Effects.
- October 16th-20th: Film practice footage with sound.
- Friday, October 20th: Film travel to southern California in SUMA van.
- Saturday, October 21st: Film Sally's interview and B-roll of her painting in her California studio.
- Sunday, October 22nd: Film pick up of Sally's artwork.
- Monday, October 30th: Film exhibit installation and finished exhibit.
- October 31st-November 3rd: Edit footage and put video together.
- Tuesday, November 7th: Have finished video ready for Facebook and website.

Facebook Schedule:

- Saturday, October 21st: Facebook event for Sally's Art Insights discussion.
- Tuesday, October 31st: Post for *Art Insights: Sally Strand* opening.
- Thursday, November 2nd: Reminder for Sally's Art Insights discussion.
- Tuesday, November 7th: Post for *Art Insights: Sally Strand* video.

Instagram Schedule:

- Thursday, November 2nd: Reminder for Sally's Art Insights discussion.