

## **Final Report: Jeremy Janus Video**



**University of Colorado Colorado Springs**

**Bachelor of Innovation**

**12/6/2022 Fall '22**

Luke York

Mary Kate Zimmerman

Lizabeth Powell

Danny Tran

Justin Bramman

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## A. Cover Letter

**Justin Bramman**

1041 Stanton St.  
Colorado Springs, CO. 80907  
(623) 826-3373  
jbramman@uccs.edu

6th December 2022

**Jeremy Janus**

Founder, JeremyJanusPhotography  
(970) 590-9845  
www.jeremyjanusphotography.com

Dear Jeremy,

On behalf of the Bachelor of Innovation Team that got to help you make this video, I would like to say thank you. Thank you for being such a fun, helpful, engaged client; not only were you willing to go the extra mile to assist us in any way possible. You have been such an easy going client that it made us more motivated to see you succeed. Getting to know you and your story, it was clear that we needed to produce something more than just images on a screen. We needed to produce something that truly represented YOU.

We hope that this is how you feel about the videos that we produced for you.

Being one of your first BI Teams, we hope that as a unit, we were able to provide a pleasurable and effective experience. Below is the final report which includes things like our goals, accomplishments, pivots, and extra notes and documents that could assist the next BI Team you get.

Sincerely,

*Justin Bramman*

*Luke York*

## B. Introduction and Bachelor of Innovation Overview

The Bachelor of Innovation degree is where students are given the opportunity to work in real world situations with teams of people consisting of multiple professions, educations, and skills to achieve success. The teams combine the strengths of the members to achieve their goals that a team of students from one discipline would struggle with. Essentially, the Bachelor of Innovation gives students the opportunity to work with different types of people and innovate.

The Bachelor of Innovation degree is "a fully-accredited alternative to the standard Bachelor of Arts (BA) and Bachelor of Science (BS) degrees."

The Bachelor of Innovation degree consists of "smart people working together in teams" so they "can solve problems and change everything". (Kwitek).

"The Bachelor of Innovation™ (BI) is an internationally unique interdisciplinary undergraduate program, similar to a Bachelor of Science (BS) or a Bachelor of Arts (BA), that combines the traditional degree curriculum with practical coursework, teamwork, innovation and entrepreneurship training."

"The Bachelor of Innovation offers more than twenty undergraduate majors designed to equip students with the skills, knowledge, experience, and education necessary to succeed in the modern workplace. Our program makes a difference—from the corporate world to social entrepreneurship, the non-profit sector to high-tech entrepreneurship, and small businesses to start-ups."

"Beyond the already expected technical depth of a UCCS graduate, innovation students emerge with a distinctive set of experiential skills. Competencies from working on real problems with local companies are vast: an understanding the

innovation process, experience transforming ideas into sustainable societal impact, an grasp on entrepreneurial business policies and intellectual property, and our cross-discipline approach to teams and study gives our graduates globalization, creative communication, engineering technology, and business familiarity" (Innovation: About).

"The Bachelor of Innovation (BI) is a family of degrees at the University of Colorado Colorado Springs. BI students take most of the same major courses as their BS or BA counterparts; the difference lies in the non-major courses. BI students' non-major courses are split into three categories: an Innovation Core, a Cross Discipline Core, and general education courses" (Innovation: FAQ).

## C. Executive Summary

- Project

While working with Jeremy we were able to accomplish four major tasks. First, even with most teammates living far away from campus including Jeremy, we were able to coordinate a time to film the main portion of his interview and capture B'roll as well. We then produced a seven minute thirty second video for Jeremy talking about his battle with depression and how he got into nature photography through his experiences in life. We also created a shorter one minute and thirty second video for him to use as an intro video on his YouTube channel, website landing page, and at galleries. Our final major accomplishment was putting on a "Change your Perspective, Inspire the World" Mental Health Awareness Event for Jeremy. It was here where we premiered our video, had Jeremy give a presentation, and conducted a Q&A session with the audience.

- Goals

The goal of this project was to tell Jeremy's story on a deeper level, and give him the tools to be able to share it with the world. The tools we gave him included the two videos we created for him as well as all of the raw files we used to make the video. Not only did we produce the two final videos, he can still go and use all of the raw files to create more content for himself if he pleases.

- Benefit to Client

As a team, we were able to benefit the client in two main ways. The first being that we gave him something that helps him define his brand as a photographer. No longer does he have to repeat his story when people ask him *WHY* he does nature photography. Second, we helped Jeremy confirm his *WHY*. Not only does defining your why help your business/ brand gain legitimacy, it also gives an entrepreneur inspiration and helps to reaffirm them why they are doing what they are doing. Jeremy also got to work on some of the things that he wants to continue to do later in his career, give talks rather than just take photos. Jeremy wants to take his influence a step further and put a voice behind the pictures giving lectures to anyone who has the same struggle or anyone that will listen.

## D. Statement of Accomplishments

- Main Goal

The main goal of the client and the innovation team was to create a short video. The video was to send the client's message to the audience. The message the client wanted to send was to get out into nature to help get out of depression and anxiety. The team has successfully created a main video that the client found to be to his satisfaction in delivering his message to the world.

- Goal #2

Another objective was delivering a "fit for YouTube" video to another team that was also working with the client on his YouTube channel. The team successfully created additional versions of the video that were designed to be more YouTube friendly in format.

- Goal #3

The third objective was delivering the client the materials used for creating the video. The team has successfully delivered all materials to the client that can be used for further development if the client desires.



- Goal #4

Along with the original goals, the team included the goal of creating a mental health awareness event on the campus of UCCS. The event would have the objective of inspiring students with the message of overcoming depression. The original objective was successfully accomplished by the time of the event in order to show the video before Jeremy would give a presentation of his story before a crowd. The event included catering and a gallery of Jeremy Janus' photographs, as well as the showing of the video, and the client's presentation. There are attached materials for the events poster and postcard in the appendix.

## E. Recommendations and Innovation Discussion

- First

Recommend using the main video on website, YouTube channel, and future presentations relating to mental health awareness. Recommend using the shorter YouTube video as an introduction on Jeremy Janus' landing page for his YouTube, with link to the longer video and link to a common or recent video on his channel.

- Second

Recommend continuing sharing the amazing story that was presented during the "Change Your Perspective" event. Find ways to keep promoting his work and story, go to galleries, do more talks in public spaces, more book signings, etc.

- Third

Recommend applying for a BI team the following semester to aid in the publishing of a book.

- Fourth

Key pivot was the addition of the mental health awareness event hosted at UCCS. No elaboration to the client is necessary, as the client was a key collaborator in the creation and execution of the event.

## F. Conclusion and Discussion

- We suggest that our client continue to find ways to push his amazing story through storytelling. Not only use the video as a good foundation to stand on, but find ways to expand further into the mental health field.
- The BI program at UCCS is a program that not only allows the students to aid clients in their tasks but gives them the opportunity to help start the foundation for something greater than a grade in the books. The program allows the students to be creative and innovative while learning and improving upon leadership skills that are key in life.
- As a final conclusion, the Bachelor of Innovation team managed to succeed in creating the clients desire for a video that properly portrays his message, as well as support the client in raising awareness for his message through a goal the team suggested to the client.

## G. Appendix

### Interview questions used on October 16th:

What got him into photography:

- Why photography? Not painting? What inspired you to get into photography
- At what point did photography become something more than just taking a picture?  
Why nature?

How photography helped with his depression:

- How has photography helped you deal with your depression? (Then and now)
- How has your depression shaped your view of the world

Analyze a picture and what went into it:

- How are the photos you take different from when you started?
- What was your first “successful” outing as a photographer?

How he wants his photography to change the world:

- What do you mean by “Changing your perspective, inspire the world”

Questions he has answered but still needed:

- Where did you come from?
- How did you get into photography?

Additional questions:

- Where do you see yourself in your elder years
- What was it about painting that want to make you transition to photography
- How did you view life after your suicide attempt
- What is your book about?

### Meetings between client and BI team:

Meeting#	date	time start	time end
1	09/09/2022	4:00pm	5:00pm
2	09/18/2022	4:00pm	6:00pm
3	09/20/2022	6:00pm	6:30pm
4	09/27/2022	6:30pm	7:00pm
5	10/11/2022	6:00pm	7:00pm
6	10/16/2022	1:30pm	6:00pm

7	11/01/2022	6:00pm	6:30pm
8	11/02/2022	10:45 am	12:00 pm
9	11/08/2022	5:30pm	7:00pm
10	11/15/2022	6:00pm	7:00pm
11	11/27/2022	4:00pm	5:30pm
12	11/28/2022	4:00pm	8:00pm
13	11/21/2022	7:00pm	8:00pm

**Software used:**

Adobe Premiere Pro (Videos)

Adobe After Effects (Logo)

Canva (Poster, Postcard)

## Scope of Work Jeremy Janus Video Fall 2022

### Client Name

- Jeremy Janus, (970) 590-9845, [jeremy.b.janet@gmail.com](mailto:jeremy.b.janet@gmail.com), <https://www.jeremyjamesphotography.ca/>
- Founder/ CEO

## BI Client Application

Company: Jeremy Janus Photography

Contact Name: Jeremy Janus  
Email: [Jeremyjanusphotography@gmail.com](mailto:Jeremyjanusphotography@gmail.com)  
Phone: 9705909845  
Website: [Jeremyjanusphotography.com](http://Jeremyjanusphotography.com)

Description: I am a professional photographer. I sell my fine art collections through high-end art shows throughout the country. In addition to my art shows, I am the author of *Intimate Isolation: A Photographic Journey Through Nature* (2022).

The book is a culmination of my first five years of photography. During that time, I took over 65,000 photos, traveled and adventured across the globe, and developed my love for photography. I wanted something special to commemorate the beginning of my photographic journey, so I culled through the years of my portfolio to compile 50 of my favorite shots from my adventures.

Currently, I have an exhibition at Denver International Airport through security. It will be there until December. One saying that has driven my work is "Change your perspective, inspire the world." What photography did for me was to serve as an effective tool to overcome my anxiety and depression – something I have struggled with over time. I have shared these struggles with many audiences, and to my surprise, it is warmly welcomed, and the positive feedback has motivated me to share my story with a greater audience and help more people.

I am looking for a digital filmmaking team to create a video of my story. I am willing to travel to UCCS (I live in Arvada), provide photography and other videos of media clips, etc. I am eager to meet with the students every week. I need a team to meet me, learn my story, and capture it in a relative and relatable way to young people in their late teens and 20s. There is hope beyond the struggle, and I want this video to be inspiring, informative, and mighty in sharing solutions to a problem we secretly struggle with in our lives.

**Bachelor of Innovation Team****Leads**

- Justin Bramman, (623) 826-3373, [jbramman@uccs.edu](mailto:jbramman@uccs.edu), [justinbramman33@gmail.com](mailto:justinbramman33@gmail.com)
- Luke York, (720) 323-7153, [lyork@uccs.edu](mailto:lyork@uccs.edu), [edelbrock443@gmail.com](mailto:edelbrock443@gmail.com)

**Members**

- Danny Tran, (719) 493-4199, [dannytran2616@gmail.com](mailto:dannytran2616@gmail.com), 3010
- Lizabeth Powell, (719) 351-6306, [lpowell@uccs.edu](mailto:lpowell@uccs.edu), 2010
- Mary Kate Zimmerman, (618) 210-1846, [mzimmer2@uccs.edu](mailto:mzimmer2@uccs.edu), 3010

**Background if pertinent**

- Jeremy Janus is not a past client of the BI. This semester he has two teams doing work for him. The other team is responsible for building out his YouTube channel. He has many years of experience as a photographer and has taken over 65,000 photos.
- Jeremy is an expert in nature photography
- Since this is the first year that he has applied for a team, Jeremy's relationship with UCCS stakeholders is new, and therefore very delicate. Being on the team with Jeremy as a client means that we are not only representing ourselves but the professors and the university as a whole.
- The only form of financial consideration going into this project will be the gas money required to be able to drive to locations for shooting.
- Danny Tran is the only team member with little background knowledge of the production process. He works for an automotive company taking pictures of high-end cars for clients.
- Team leads Luke York and Justin Bramman have years of digital filmmaking experience from their college classes.

**Project Name**

Jeremy Janus Inspirational Video

**Project Purpose**

We will create a single 6-8 minute long video pulling footage from an interview that we conduct with Jeremy. We will cover topics like his life growing up, how he got into photography, how his photography helped him mentally, and finally, analyze what goes into a specific picture. This video is supposed to inspire audiences to go out and pursue whatever it is that inspires them. He wants audiences to know the story behind the camera and how photography has changed him. Jeremy would like to have this video played at his galleries, on his YouTube channel, and website, giving his audiences insight into him and why he does photography.

**Top three project goals *to be completed* by the end of the semester.**

**Deliverables**

- Deliver Final polished video to client Nov. 22<sup>nd</sup>
  - Create interview questions with the team and give the client a couple of example questions so he is prepared for the context of the interview.
  - Financial commitments: Gas and food on the day of production.
  - Pre-production documents will include:
    - Interview Questions
    - Video Timeline
    - Lighting Diagram
    - B'roll shot list
    - Equipment List
  - Topics for the final video are chosen by the team in coordination with the client.
  - Ask for pictures from Jeremy that we know we will need for the final editing pass of the video
  - Create a horizontal (1920 by 1080) and a vertical (1080 by 1920) version of the video in a .mp4 format. This codex is the most compatible with websites and social media platforms.
- Deliver video to YouTube team Nov. 29<sup>th</sup>
  - No financial commitments
  - Give the YouTube team the horizontal and vertical video, and start coordinating with them to figure out if they can put it on his website for Jeremy.
  - We want to deliver the video to them on this day at the latest to give the YouTube team a week to try and get it up and be able to troubleshoot any errors that may arise.
  - If we can finish the video ahead of schedule, then we will try and create a shortened “trailer” version of the interview to see if Jeremy would like to use that on his channel's welcome page on YouTube.
- Post-production assets delivered to client Nov. 29<sup>th</sup>
  - Financial commitments- Premiere Pro Subscription?
  - Compile all assets on a hard drive to give to Jeremy for future use:
    - Raw interview footage
    - Image assets
    - Graphics/ motion graphics templates
    - Music files
    - All editing passes/ exports
    - Any other assets/ files that go into making the video.
  - Create an “Ideas for future teams” document, highlighting suggestions on where to make his next efforts if he applies for a new BI team.
  - Giving these documents to Jeremy should provide him with ideas and a structure on what else he could need in terms of video content to promote his work.

**Final video:**

- Must be 5-8 minutes long
- Must include interview footage
- Must have supporting b'roll of Jeremy
- Must include supporting music



## Timeline

- Promotional video research/ idea generation- Sep. 23<sup>th</sup>
- Get all equipment checked out- Oct. 20<sup>th</sup>
- Production Day(s) for Interview and B'roll- Oct. 22<sup>nd</sup>
- Have footage dumped and organized- Oct. 24<sup>th</sup>
- Get sound bites that tell the story- Oct. 28<sup>th</sup>
- Get all supporting b'roll from Jeremy- Nov. 8<sup>th</sup>
- The first draft of the interview complete and ready for team review- Nov. 22<sup>nd</sup>
- Make final editing pass and get team approval for the final product- Nov. 28<sup>th</sup>
- Deliver final video to client- Nov. 29<sup>th</sup>
- Turn the final video over to the YouTube team – Nov.29h

## Meeting Agreement

### Team Meetings

- We will be meeting as a team over Microsoft Teams every Tuesday after class.

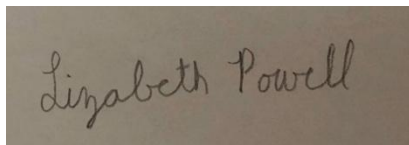
### Client Meetings

- We are planning to meet weekly with Jeremy and the other BI team over MS Teams or Zoom after class at 6:15.

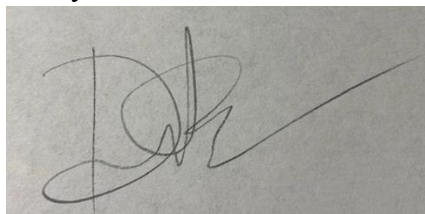
## Signatures

### Team

Lizabeth (Noel) Powell

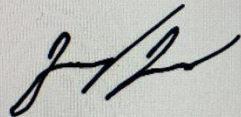


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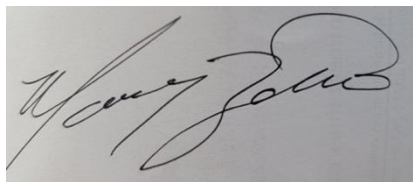


Mary Kate Zimmerman

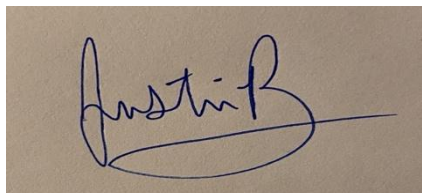
### Client(s)



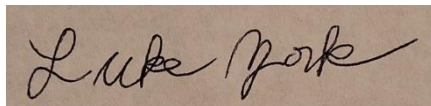
Signature

A handwritten signature in black ink on a light gray background. The signature is cursive and appears to read "Justin Bramman".

Justin Bramman

A handwritten signature in blue ink on a brown background. The signature is cursive and appears to read "Justin B".

Luke York

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Raise awareness of Jeremy Janus' message about depression by hosting a mental health awareness event with the video we created.

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## Deliverables

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  - Create an “Ideas for future teams” document, highlighting suggestions on where to make his next efforts if he applies for a new BI team.
  - Giving these documents to Jeremy should provide him with ideas and a structure on what else he could need in terms of video content to promote his work.
- Premiere for the video to give campus awareness of the client.
  - Financial commitments – Catering, \$100+
    - Attempt to get financial help by Active Minds and include them in the event.

- Ask the teachers for any financial advice or help.
- o Equipment
  - Easels, 6 plus 1 extra
  - Tables
  - Chairs
  - Display Photos
  - Projector and screen
  - Microphone
  - Speakers
- o Book a site for the event at Kettle Creek at Roaring Fork.
- o Objective is to raise awareness of Jeremy's message on getting out into nature; or pursuing one's passion to combat depression.
- o Create promotional material to raise awareness of the event.

#### **Final video:**

- Must be 5-8 minutes long
- Must include interview footage
- Must have supporting b'roll of Jeremy
- Must include supporting music

#### **Timeline**

- Promotional video research/ idea generation- Sep. 23<sup>th</sup>
- Get all equipment checked out- Oct. 20<sup>th</sup>
- Production Day(s) for Interview and B'roll- Oct. 22<sup>nd</sup>
- Have footage dumped and organized- Oct. 24<sup>th</sup>
- Book site for premiere - Oct. 26<sup>th</sup>
- Get sound bites that tell the story- Oct. 28<sup>th</sup>
- Contact Active Minds about co-op and for financial support - Nov. 2<sup>nd</sup>
- Get all supporting b'roll from Jeremy- Nov. 8<sup>th</sup>
- Apply for catering - Nov. 9<sup>th</sup>
- The first draft of the interview complete and ready for team review- Nov. 22<sup>nd</sup>
- Make final editing pass and get team approval for the final product- Nov. 28<sup>th</sup>
- Host video premiere on campus. - Nov. 28<sup>th</sup>
- Deliver final video to client- Nov. 29<sup>th</sup>
- Turn the final video over to the YouTube team – Nov.29<sup>th</sup>

#### **Meeting Agreement**

##### **Team Meetings**

- We will be meeting as a team over Microsoft Teams every Tuesday after class.

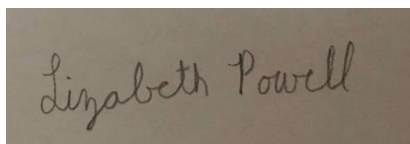
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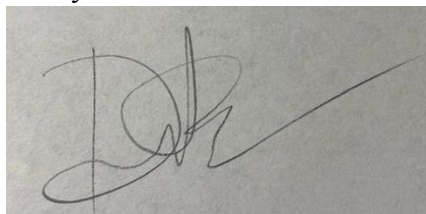
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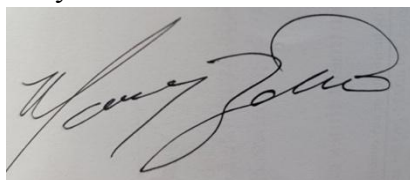
Lizabeth (Noel) Powell

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature reads "Lizabeth Powell" in a cursive script.

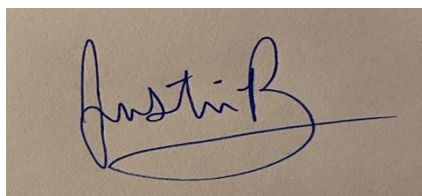
Danny Tran

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature is stylized and appears to read "Danny Tran".

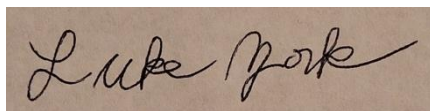
Mary Kate Zimmerman

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature is cursive and reads "Mary Kate Zimmerman".


Justin Bramman

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature is cursive and reads "Justin Bramman".

Luke York

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature is cursive and reads "Luke York".

### Client(s)

A photograph of a handwritten signature in dark ink on a light-colored surface. The signature is cursive and reads "Jeremy Janus". Below the signature, the word "Signature" is printed in a small, sans-serif font.



TOTAL TIME 0:01:34

**PRODUCTION TITLE:** TBD  
**DIRECTOR:** Luke York and Justin Bramman  
**LOCATION:** Nature

**Sheet #** 1  
**Date:** 10/??/2022  
**Scenes #** 1

Scene #	Shot #	Take #	Shot Size	Movement	Gear	Location	EXT / INT	Notes	Preferred	Duration	Sound
1	A		Long Shot	Stationary	Option a	Location A	Ext	Shot of hiking from behind.	yes	0:00:10	yes
1	B		Medium/Long	Slow Pan	Option a	Location A	Ext	Hiking passing by. Right to left? Slow pan, slight tracking.	yes	0:00:10	yes
1	C		Closeup	Stationary	Option a	Location A	Ext	Passing by. Focus on a part, such as foot hitting mud/snow.	maybe	0:00:04	yes
1	D		Long	Stationary	Option a	Location b	Ext	Jeremy arriving at viewpoint	yes	0:00:10	yes
1	E		Medium	Stationary	Option a	Location b	Ext	Jeremy setting up	yes	0:00:10	yes
1	F		Big Closeup	Tracking	Option a	Location b	Ext	Jeremy tinkering with camera	yes	0:00:10	yes
1	G		Closeup	Stationary	Option a	Location b	Ext	Jeremy's face as taking a photo	yes	0:00:07	yes
1	H		Long	Stationary	Option a	Location b	Ext	Jeremy taking a photo as he's in the middle of nature	maybe	0:00:09	yes
1	J		Medium-Closeup	Tracking	Option a	Location b	Ext	Jeremy looking at nature while not taking photos	yes	0:00:07	yes
1	K		Very Long	Stationary	Option a	Location b	Ext	The scenery Jeremy took a photo of	maybe	0:00:07	yes
1	L		Very Long	Pan	Option a	Location b	Ext	Same as shot "K", but panoramic.	yes	0:00:10	yes





**A MENTAL HEALTH EVENT**

# CHANGE YOUR PERSPECTIVE

**WITH NATURE PHOTOGRAPHER JEREMY JANUS**

**Join us for a perspective  
changing night with the  
release of a promotional  
video made by the BI  
Department for Jeremy  
Janus. Followed by a brief  
meet and greet, Q&A, and  
viewing of his art!**

**NOVEMBER 28, 2022 6PM**

**KETTLE CREEK AT  
ROARING FORK**

**COMPLIMENTARY  
SNACKS AND BEVERAGES  
WILL BE AVAILABLE**



# CHANGE YOUR PERSPECTIVE

WITH NATURE PHOTOGRAPHER JEREMY JANUS

AT KETTLE CREEK | NOVEMBER 28, 2022 | 6PM | HOSTED BY THE BI DEPT



### Located in the Roaring Fork Dining Facility

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Join us for a perspective changing night with the release of the video created **by the BI Department for Jeremy Janus**. Followed by a brief meet and greet, Q&A, and viewing of his art with complimentary snacks and beverages available.

Team lead Luke York is graduating.

## H. References

Kwitek, Benjamin. "A Message From the Director." Innovation Program, 3 December 2022,

<https://innovation.uccs.edu/>

"About." Innovation Program, 3 December 2022, <https://innovation.uccs.edu/about>

"FAQ." Innovation Program, 3 December 2022, <https://innovation.uccs.edu/about/faq>