

MSU uses video to spread message

When the referees call "time out" during Michigan State University's televised sporting events, viewers see images depicting the University's long-range mission and programs.

Since 1987, MSU has turned to video — and Film Craft Video in Farmington Hills — to create innovative 30-second promotional spots which air during televised sporting events on major network and cable stations throughout the year.

The 1991 promotional spot focuses on the University's various "outreach" and service programs, which involve such issues as food production, environmental concerns, medical outreach, 4-H youth programs, the Cooperative Extension Service, international programs and small business development.

MSU's in-house production department, under the supervision of MSU's assistant director of public relations, David Brown, wrote the script, developed the concept and shot the footage for the spot. As it

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has done for its four previous promotional videos, however, MSU called on Film Craft Video to create captivating visual effects and edit the spot.

FILM CRAFT Video added visual interest to the opening of this year's video by building a wire-frame con-

struction of Beaumont Tower, the focal point of MSU's campus. Using the Alias 3-D animation system, Film Craft's Dave Moon animated the construction of the wire-frame tower, which editor Mike Doyle dissolved into a video image of the tower, shot from a helicopter by MSU's production staff.

The body of the spot featured standard footage of MSU's campus, students and faculty. Film Craft then used the Alias to create a "crystal" frame which was overlaid on the background footage. As each outreach and service program was named, the crystal frame enclosed a secondary video image — created with Film Craft's Kaleidoscope — which illustrated the program mentioned.

According to Doyle, the MSU project was complex in that it involved the consecutive use of seven videotape machines. In addition, MSU and Film Craft Video had very defined goals and high expectations for the project.

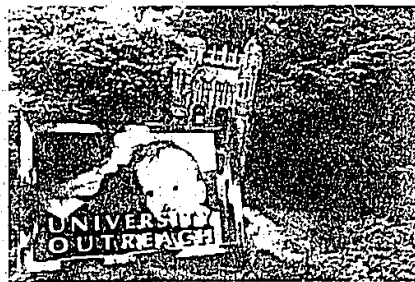
"We needed to convey several important messages in a very short pe-

riod of time, and the effect had to be artistic and professional," Doyle said. "We attempted to show the high-tech and the service-oriented sides of MSU. The crystal frame allowed us to pack more information into the 30-second spot, without overwhelming our audience."

The result? Brown believes that the juxtaposition of the high-tech wire frame tower and the fundamental values represented by the images in the crystal frame effectively portray the broad interests and capabilities of the university.

"Film Craft has helped us send positive messages about MSU for several years now," Brown said. "The creativity, motivation and stability of Film Craft's staff has always satisfied and delighted us. We'll continue to use Film Craft's service to promote our services in the years ahead."

Film Craft Video is a full-service teleproduction facility located in Farmington Hills. It is affiliated with Film Craft Lab, a Detroit-based film processing laboratory.



Film Craft Video used its animation system to create a wire-frame rendering of Beaumont Tower, a recognizable landmark on the Michigan State campus.

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• NEWSIES (PG) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• LADY BUGS (PG-13) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• THUNDERHEART (R) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• FERRIS GULLY (G) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• ROCK & DOBBIE (G) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)

WATKINS
• WHITE MEN CAN'T JUMP (R) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• BASIC INSTINCT (R) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• WAYNE'S WORLD (PG-13) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)
• LAWYERMAN (R) 11:00 12:15 2:30 4:45 6:15 8:30 (11:45)

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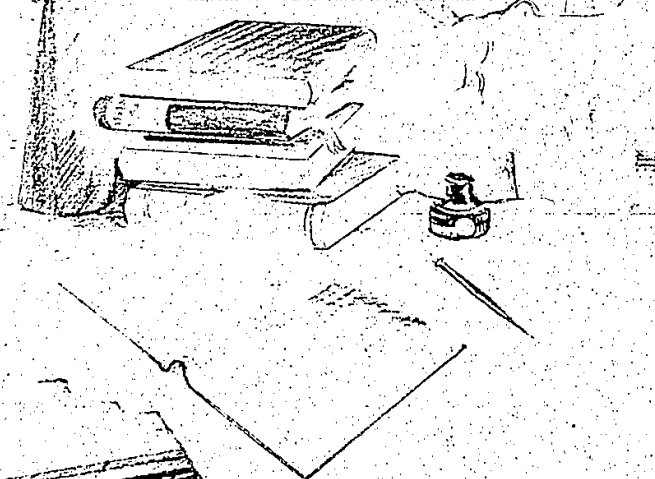
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