

ICM505: Content Creation



STYLE FILES: a video series



A PROJECT PLAN BY

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Introduction

My goal is to create a four to five-part video series exploring some of today's timeless fashion pieces. To do this, lots of research about their histories and ways to style them must be incorporated. To manage this project, I will be using the project management software **Notion** to organize my tasks. I've used Notion numerous times in the past, both academically and personally, so it was not difficult to navigate its endless amounts of features and opportunities. Notion will aid me in organizing my tasks for both this course and my project, and will help break down the work into much smaller pieces.

The project will be broken down weekly on Notion. There are seven categories in total, six for each week (with weeks one and two combined) and one for the project overall. Each task will have a checkbox next to it, ready for me to check off when something is completed. This will make it much easier for me to not lose track of each week, as I have had previous struggles of not being able to do work without completing everything in one sitting. With Notion, I am able to continue where I leave off on one day!

All in all, Notion has proven yet again to be my favorite tool for project and personal management. Using Notion, I plan on staying much more organized and on top of my work, and will be able to keep track of everything that needs to happen for my project to succeed.



Overview

Below is the current overview of my Notion page. Titled ICM528: Content Creation, this page contains everything I need to complete my video series. As you can see from the first two boxes, there are already some boxes checked off. This means these tasks are completed, and I am ready to move onto the next task or week. I included the link to my YouTube channel at the top, to include everything I need on the same page.

Each week is broken down into different categories: production, research, goals, and reflection. Under each category are the specific tasks needed for me to complete my video series and course assignments.

The screenshot shows a Notion page titled "icm528: content creation" with a URL link to a YouTube channel. Below the title, there is a "to-do:" section with a "New" button. The page is organized into a grid of task cards. The first card, "research", lists tasks like "project bibliography", "content/subject area research", "what are the best sources?", "create list", and "medium research", with the first four checked. The second card, "weeks one+two: research", is a summary. The third card, "week three: production", lists goals like "plan & execute project artifacts", "produce drafts or prototypes", "document project research & execution", and "apply storytelling techniques", with the last one checked. The fourth card, "week four: production", lists goals like "plan & execute original project artifacts", "produce drafts or prototypes", "document project research & execution", "apply storytelling techniques", and "reflect + revise PM plans". The fifth card, "week five", lists goals like "plan and execute original project artifacts", "produce drafts or prototypes", "document project research+execution", "apply storytelling techniques", and "view lecture from professor". The sixth card, "week six", lists tasks like "create script", "gather overlays+graphics+music+text font", "figure out location+lighting", "prepare camera+computer", "promote on social media", and "video 1: the mini skirt". The seventh card, "style files: to-do", is a summary. The eighth card, "week six", is a summary.

icm528: content creation

<https://www.youtube.com/@vldejesus>

style files: a video series

to-do:

research

project bibliography

- ☒ content/subject area research
 - ☒ what are the best sources? from all media types (books, magazines, podcasts, etc.)
 - ☒ create list
- ☒ medium research

weeks one+two: research

goals:

plan & execute project artifacts (production journal + project artifacts)

produce drafts or prototypes of content through ideation & iteration (project artifacts)

document project research & execution (blog)

apply storytelling techniques (blog+artifact)

- ☒ view lectures from professor

week three: production

goals:

plan and execute original project artifacts (production journal + project artifacts)

produce drafts or prototypes of content through ideation and iteration (project artifacts)

document project research+execution (blog)

apply storytelling techniques (blog+artifact)

- ☐ view lecture from professor

week five

☐ create script

☐ gather overlays+graphics+music+text font

☐ figure out location+lighting

☐ prepare camera+computer

☐ promote on social media (instagram, tiktok)

☐ video 1: the mini skirt

style files: to-do

week six

Weeks 3 + 4

Below are weeks three and four, and everything I plan on completing in these weeks. Looking into the tasks, everything gets more and more specific. Starting off with production, I have everything listed that needs to be completed in these weeks. When these tasks are completed, check marks will fill the page.

week three: production

Created

July 24, 2025 4:33 PM

Tags

Empty

+ Add a property

Comments

+ Add a comment...

goals:

- plan & execute project artifacts (production journal + project artifacts)
- produce drafts or prototypes of content through ideation & iteration (project artifacts)
- document project research & execution (blog)
- apply storytelling techniques (blog+artifact)

production

- ☐ figure out filming location+lighting
- ☒ view lectures from professor
- ☒ read project descriptions carefully
- ☐ maintain a weekly production journal
- ☐ create project-specific artifacts
- ☐ document research+production process on blog

production journal

- ☐ create to-do list production-wise this week
 - ☐ include readings, viewings, research, artifacts (made, wrote, shot, etc.)
 - ☐ camera set-up, starting script, etc.
 - ☐ software, hardware, tools, and materials
- ☐ create pdf of list, including slot for time taken
- ☐ if handwritten, scan + submit as pdf (jul28, 12pm)

weekly artifacts 1

- project-specific artifacts, originally outlined in proposal
 - ☐ scripts
 - ☐ film/footage
 - ☐ graphics + sound effects
 - ☐ rough/final cuts
 - ☐ any audio recordings
 - ☐ posting format + schedule
- ☐ submit pdfs of artifacts that fit PDF format, attach files with last name then name of artifact
 - ☐ empathy maps, scripts, storyboards, audio, video, socials, copywriting, etc.)

blog post 3

- ☐ create outline
 - ☐ include production journal, weekly artifacts
- ☐ pull quotes from previous research
- ☐ document project research + execution
- ☐ apply storytelling techniques
- ☐ rough draft
- ☐ final draft
- ☐ double-check link
- ☐ submit link to under submission

week four: production

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July 24, 2025 4:33 PM

Tags

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+ Add a property

Comments

+ Add a comment...

goals:

- plan & execute original project artifacts (production journal+project artifacts)
- produce drafts or prototypes of content through ideation and iteration (project artifacts)
- document project research & execution (blog)
- apply storytelling techniques (blog+artifact)

reflect + revise PM plans: what worked? what didn't work?

production

- ☐ complete scripts 1-3
- ☐ complete intro
- ☐ gather graphics+music
- ☐ view lectures from professor
- ☐ read project descriptions carefully
- ☐ attend zoom meeting
- ☐ maintain weekly production journal
- ☐ create project-specific artifacts
- ☐ document research+production process on blog

weekly production journal + artifacts

- ☐ review professor comments to refine/improve approach
 - include:
 - readings, viewings, research, artifacts (made, wrote, shot, etc.)
 - time-tracking - how long on each task
 - software, hardware, tools, materials
 - project-specific - interviews, surveys, field trips, etc.
 - thoroughness+detail are key!
 - communications on any changes made to artifacts should be clear.
- ☐ submit PDF of production journal, aug4 12pm

blog post 4

- ☐ create outline
 - ☐ include production journal, weekly artifacts, processes of both
- ☐ pull quotes from previous research
- ☐ document project research + execution
- ☐ apply storytelling techniques
- ☐ rough draft
- ☐ final draft
- ☐ double-check link
- ☐ submit link to under submission

Week 5

Below shows week five. Similar to weeks three and four, week five dives deeper into production. Filming and editing begins! Still keeping up with weekly updated production journals, week five is pretty similar to the past few weeks. I kept the production section a bit vague, as these steps can easily be started before then.

week five

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July 24, 2025 4:33 PM

Tags

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+ Add a property

Comments

+ Add a comment...

goals:

plan and execute original project artifacts (production journal + project artifacts)

produce drafts or prototypes of content through ideation and iteration (project artifacts)

document project research+execution (blog)

apply storytelling techniques (blog+artifact)

production:

- ☐ let's start filming!!
- ☐ editing (capcut)
- ☐ finish filming+editing videos 1-3
- ☐ view lecture from professor
- ☐ attend zoom meeting
- ☐ maintain + submit weekly production journal
- ☐ create + turn in project-specific artifacts
- ☐ document research+production process on blog

weekly production journal + artifacts

- ☐ review professor comments to refine/improve approach
 - include:
 - readings, viewings, research, artifacts (made, wrote, shot, etc.)
 - time-tracking - how long on each task
 - software, hardware, tools, materials
 - project-specific - interviews, surveys, field trips, etc.
 - thoroughness+detail are key!
 - communications on any changes made to artifacts should be clear.
- ☐ submit **PDF** of production journal, aug11 12pm

blog post 5

- ☐ create outline
 - ☐ include production journal, weekly artifacts, processes of both
- ☐ pull quotes from previous research
- ☐ document project research + execution
- ☐ apply storytelling techniques
- ☐ rough draft
- ☐ final draft
- ☐ double-check link
- ☐ submit link to under submission

Style Files Checklist

Below is the list I made solely for the video series. This list excludes any blog posts or production journals, but still helps me keep up with what I need to complete for each video. The list may seem a bit vague now, but will definitely get more and more specific as time goes!

style files: to-do

🕒 Created

July 24, 2025 6:27 PM

☰ Tags

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+ Add a property

Comments

▼ Add a comment...

☰

☐ create script

☐ gather overlays+graphics+music+text font

☐ figure out location+lighting

☐ prepare camera+computer

☐ promote on social media (instagram, tiktok)

☐ video 1: the mini skirt

☐ research/script

☐ prepare 3 outfits, all different styles

☐ video 2: men's tie

☐ research/script

☐ prepare 3 outfits, all different styles

☐ video 3: loafers

☐ research/script

☐ prepare 3 outfits, all different styles

☐ video 4: ballet flats

☐ research/script

☐ prepare 3 outfits, all different styles

☐ video 5: button-downs

☐ research/script

☐ prepare 3 outfits, all different styles