



STUDIO CENTER®

HAMPTON
UNIVERSITY
THE STANDARD OF EXCELLENCE

- MOOD BOARDS -

The Assignment



- 2-3 minute brand video w/ cutdowns for web, social and broadcast.
- Must touch on history, the future, academics, athletics and the student experience.
- The storyline is, “While our past is rich in tradition and accomplishment, wait until you see what we do *next*.”
- Main video should have broad cross-appeal (*student recruitment, fundraising, etc.*) while enabling cutdowns that can target particular groups more specifically.
- Concepts need to work for both shooting + post or post-only/stock production levels.

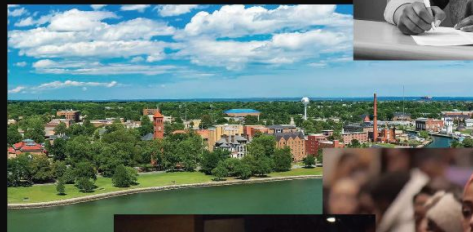
CONCEPT A - "AUTHENTICALLY HAMPTON"

The core idea behind "Authentically Hampton" (concept title, not a tagline) is to do an un-college video. Now, what do we mean by that? Anyone who's ever subscribed to ESPN+ and watched the university commercials during games has probably noticed a certain sameness to them. Same types of images, same professorial tone, same corporate slickness to portraying campus life. They feel aspirational but also too polished by half.

Our video would feel raw but modern - authentic in the same way a show like "The Bear" is authentic. The brand video would have the honest feel and journalistic aesthetic of an independent film, working in the sort of footage we'd get if we let a documentary filmmaker wander around the campus and surrounding area for a couple of days capturing REAL Hampton University and community life. Hand-held, single cam. We'd also mix in still photos, historical photos/footage and student social video footage. The pacing of the edit would vary from quick cuts to shots that linger for a few seconds, helping to cement the authentic tone of a modern day prestige TV show. The Curtis Mayfield audio reference is a perfect fit, tonally, for this approach.

The voiceover will be sparing, giving the video time to breath. We don't want to weigh it down with a lot of heavy narrative, but rather, let the visuals and the music do most of the talking for us. Where there is VO, it will position Hampton University firmly as the prestigious university it is. We won't run away from being elite, we'll lean into it, because elite is a responsibility. It's having the world's largest free-standing proton therapy facility. It's being given "total mission responsibility" from NASA. Elite means having the resources to make the world a better place and the audacity to actually try.

In the end, however, this is a "show me" video more than it is a "tell me" video, establishing Hampton University as prestigious because the video FEELS prestigious. It's sometimes been said that the medium is the message. In this case, the execution is the message. While this concept can work at all three production levels, the two-day shoot option allows us to really do it the right way.



CONCEPT B - "MAKE WAVES"

A quick review of the Hampton website makes it clear how intrinsically the university, and the body of water upon which it's situated, are linked.

"Our home by the sea."

"Embark on your next adventure."

"The No. 1 student experience in America."

The Making Waves concept uses water as a conceptual thru-line, but not in a heavy-handed way. We want to use a light touch when it comes to nautical language - like "chart your own course" - because a little bit goes a long way. Leaning into that aspect of Hampton's identity allows us to put campus lifestyle front and center, but then pivot to academics, athletics, history and the future.

There's a lot of great iconography when it comes to oceans and seas because it's all about exploration and new frontiers, about embarking on a journey and navigating your way forward. Explorers (and, yes, pirates) are people who want to challenge themselves, who want more out of life, who wonder what's beyond the horizon.

Attending one of the most prestigious universities in the world (top 7%), one with a rich past and a bright future, is an ideal way to get to where you want to go, even if you don't know exactly where that is when you start out. Because at Hampton University, we don't wait for our ship to come in. We swim out to it.



CONCEPT C - "LET YOUR LIFE DO THE SINGING."

*O Hampton, we can never make thee a song
Except as our lives do the singing*

A beautiful and poetic line from Hampton University's school song.

But what does it mean, exactly? Hampton Alum, and current president of MSNBC, Rashida Jones explains it well in an essay she wrote for *The Alliance for Women in Media*.

According to Jones, letting our lives - or your life - do the singing, isn't about chest thumping or trying to impress others. Instead, it's all about making decisions that allow you to be the very best version of yourself. And this is a concept that can be applied both to individuals (students, alum, faculty) and more broadly to Hampton University itself.

Jones goes on to ask, "Are you happy with the story you tell? Do you feel like you're the best version of yourself? Does your life pay homage to those who have sacrificed so that you can reach these heights?"

What makes this concept work so well is that it embraces the future and the past simultaneously by linking them. We are all standing on the shoulders or those who have come before us. And we, in turn, have a duty to those who will come next. We're all building something together - something larger than ourselves, even as we build our individual lives.

That's what "Let your life do the singing," is all about. It's leadership by example and leadership in service of a bigger ideal. As we find our purpose, we enable those who come after us to do the same.



Make decisions that enable you to be the **BEST** version of yourself.

Rashida Jones,
President of MSNBC
& Hampton University Graduate





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Let's Get Started!