

Senior Project

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For my senior project I chose to make a video presentation using Adobe Premier and Mad Mapper to promote and market Alpha Chi Omega at the University of Tampa. My original thought process was to use a topic I feel passionate about, as well as my marketing and promotional skills. Marketing is something I have found to be quite good at and so I felt it necessary to incorporate that skill into my project.

At first I could not decide what topic I wanted to promote but with graduation in the near future and my time as a collegiate member of Alpha Chi Omega coming to a close, I decided to show those interested in the greatness that is the Gamma Pi chapter of Alpha Chi Omega. In the past four years I have obtained quite the collection of videos and photographs showing memories and events during which, all my sisters surrounded me. This has allowed me ample amounts of material to go through and use in my project.

Instead of purely compiling the footage and throwing it together into one large video, I wanted to make the project more interesting and more complex. To make the project more interesting, I chose to project each video onto the same type of paddles used during the Pillow/Paddle tradition. Each video holds a memory during an event or time that is special to me.

There were a few learning curves when it came to using Mad Mapper, the system used to project all the videos via one projector. I had to work closely with my advisor to learn how to create the map in the shape of the paddles and make sure

the videos fit properly. Once the map was created and sized, I easily dropped the videos into place and completed the project.

My intention for this project is for people in the community to see the positive aspects of Greek Life. I especially hope that other students, especially younger ones, can see the greatness of Alpha Chi and possibly want to join the organization.





