

LENOIR~RHYNE UNIVERSITY

Student Video Production Internship

Office of Marketing and Communications

Intern Responsibilities

- Assist in accomplishing Lenoir-Rhyne's video production goals, ensuring brand/culture is communicated using a visually appealing, inspiring style.
- Take responsibility for producing at least one video project from start to finish—leading it to completion by walking through the steps of pre-production, creating schedules, assigning shoots, conducting interviews, keeping up with media management and editing and regularly checking in with LR's Digital Media Producer.
- Operate cameras for recording interviews and campus events.
- Be present and always looking to document student life in innovative and creative ways and from unique perspectives. A camera should never be far from your reach.
- Handle media in a responsible, organized way that ensures not losing footage and maintaining established organizational systems.

Learning Outcomes/Accomplishments

- Learn how to produce at least one video project from start to finish, managing all aspects of pre-production, production and post-production.
- Become comfortable using different types of gear and editing software.
- Learn interview lighting technique.
- Write networking emails to at least three off-campus contacts, scheduling and conducting informational interviews.
- Learn how to coordinate with video subjects, including sending initial contact emails and communicating pre-production details.

Requirements

- Eagerness to learn, both in a group teaching setting and through specific feedback.
- Familiarity with operating DSLRs and camcorders, knowledge of Canon cameras a plus.
- Basic knowledge of editing in Adobe Premiere Pro or Final Cut Pro X.
- Adept at creative problem-solving, work well in a team, willing to be flexible and able to manage projects and meet deadlines.
- Comfortable working across platforms—photography, video; produce both short and long-form content.
- A willingness to try new things and familiarize oneself with new technology and equipment.

Reports to: Marketing and Communications staff

Location: Lenoir-Rhyne University, Hickory, N.C.

Hours: Assigned according to student's class schedule and minimum required hours for internship completion. Some evenings and weekends may be required, but these will be factored into weekly schedule.

Compensation: Based on student need. Can be structured as work-study, student employment or to meet requirements for internship credit/requirements.

Please send any questions regarding this internship to Doug Minor at doug.minor@lr.edu.

Description

We believe that well-told visual stories have the power to impact hearts and minds. We focus on visual storytelling and being intentional with every step of the production process, whether it be for a social media video or student life highlight film. In every project, we focus on telling stories in relational and meaningful ways, using the decisions of lighting, lenses and movement (to name a few) to further this message.

Video production interns are provided with ample opportunities to build experience and expand filmmaking skills by working on video projects over the academic semester/year. Daily education, lots of hands-on practice and regular constructive input and mentorship are major parts of the internship. Interns are instructed on how to use equipment properly and guided through pre-production, production and post-production processes. The environment is energetic, relational and fast-paced.