

## School of the Art Institute of Chicago

*Video Series; Web Broadcast; Footage Library; Video Packaging Design*

The venerable School of the Art Institute of Chicago has served throughout the years as a catalyst for artistic accomplishment and a springboard for talent like Edward Gorey, Jeff Koons, Georgia O'Keeffe, Claes Oldenburg and Ed Paschke, to mention only a few.

### Challenge

DoubleJay Creative partnered with the School of the Art Institute of Chicago to produce a variety of quality video projects. Multiple productions documented and showcased the school's events and accomplishments. One important objective of these projects was to capture and archive numerous hours of high quality footage for future use.

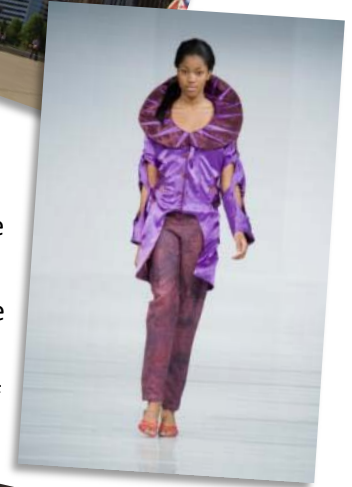
### Solution

#### ***America's Studio***

*America's Studio*, a comprehensive view of life at SAIC, showcased every major event of the academic year and highlighted each department in the school. From move-in day to graduation, the video captured everyday academic life as well as important events like Bare Walls and the annual Fashion Show. DoubleJay Creative also designed and produced the DVD cover and packaging, which complimented the motion graphics used in the opening of the video.

#### ***An Evening with George Lucas***

When SAIC hosts lectures by world-famous artists, the DoubleJay Creative film crew is there. For example, DoubleJay Creative interviewed George Lucas and filmed his presentation before a packed auditorium. This high-quality, hour-and-a-half piece was featured on SAIC's Web site and offered through the iTunes academic service. *An Evening with George Lucas* received a Silver Telly Award, the organization's highest honor. DoubleJay Creative also has captured interviews with photographer Victor Skrebneski, designer Cynthia Rowley and sculptor Jeff Koons.



## School of the Art Institute of Chicago (continued)

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### Solution (continued)

#### **Move-In**

This video documents the experiences of the incoming class of 2007 as they move into their dorms. Employing the Panasonic P2 Workflow, DoubleJay Creative captured and edited the footage while filming was still in progress. As a result, the editing on this project was completed in less than twelve hours, allowing students to see the final product before they finished their freshman orientation the very next morning. *Move-In* received a Bronze Telly Award.



#### **Fashion Show**

Featuring SAIC's 2008 fashion show, this video showcases the accomplishments of SAIC's fashion department to a global audience of alumni, current and prospective students, the art community, and the city of Chicago.



*"I have worked with DoubleJay many times over the past several years and my experience with them has been nothing but exciting. The crew at DoubleJay was prompt, professional and a pleasure to work with from the set to the editing room. DoubleJay was always willing to come up with a creative solution to any problem we had and provided nothing but the highest quality in video and audio production."*

—BETSY BRUNNER,  
ASSISTANT TO THE SR. VP & COO &  
VP OF FINANCE & ADMINISTRATION,  
SCHOOL OF THE ART  
INSTITUTE OF CHICAGO