

Georgia Southern University Recruitment Script – September 28, 2009

Kinetic typography refers to the art and technique of expression with animated text. Similar to the study of traditional typography and designing static typographic forms, kinetic typography focuses on understanding the effect time has on the expression of text.

HOST/VOICEOVER	VISUAL/ON-SCREEN GRAPHIC
Georgia Southern University just moved to the top of the list.	<i>The following will be Kinetic text mixed with moving stills with a graphical treatment. See definition above.</i> Stills: Georgia Southern Logo / Students / Georgia Southern Building – these rotate on a half-circle from the bottom. The GSU building turns on like a light bulb and glows. SFX: Ding. (Reference Beatles Rockband Sample)
Why?	Stills: Question marks are moving on GSU colored ribbons in the background like an assembly line.
Top-notch academics, talented professors, tremendous opportunity, and tradition.	Stills: Students in class / Professors teaching / Guest speakers / Football game – these rotate on a half-circle from the right.
A classic college town plus an exciting college campus equals a great place to live and learn.	Stills: Pictures of Statesboro / “Addition” symbol / Pictures of campus / “Equals” symbol / Students having a great time / Campus activity shots – these rotate on a half-circle from the left.
Big opportunities and big resources add up to a big future.	Stills: High tech science equipment / Career Services in action / Students – these rotate on a half-circle from the top.
At Georgia Southern University it’s the student that matters!	Stills: GSU building as a mass of students pop out of the building. (Several races represented.)
It’s your future. It’s your decision. It’s your time.	TEXT ONLY
Georgia Southern University, Georgia’s Large Scale Small Feel Research University	Insert: 5-Second End Plate Promoting Event - Logo with tag line and event info on blank black or white/ gray screen. Do not want over an image.