

William Carey University
 Title: Jogger
 05-18-15

V I D E O	A U D I O	G R A P H I C S
<p>Exterior daytime:</p> <p>Fade into a wide shot as a jogger (college aged male or female) runs toward the camera along the sidewalk or side of the road.</p> <p>Jogger turns and runs out of the shot</p> <p>Tilt down to the William Carey sign just before the runner briefly passes through the foreground</p> <p>Cut to the jogger as he/she runs through the William Carey campus</p> <p>Cut to the runner running past a group of friends, they wave to the runner who waves back. Off to the side there is a large piece of 3D text: Excellence</p> <p>Cut to the jogger running away from the camera along a pathway, in the distance there is another piece of 3D text</p> <p>Cut to the runner as they leap over a piece of 3D text like a hurdle</p> <p>Cut to the runner exiting the campus, they run toward the camera until they are 10-15 feet away, then smile as they turn and run out of the shot (the opposite direction they exited in the first shot) As the jogger crosses the frame, their body reveals the William Carey logo</p> <p>Video goes out of focus as a red overlay appears and text types on the screen</p>	<p>Music fades in and plays for a few seconds.</p> <p>Voiceover comes in: There are many paths you can take as you head into your future.</p> <p>William Carey University will help you</p> <p>...train for the future with a faith-based foundation.</p> <p>We inspire our students to pursue <i>excellence</i>.</p> <p>...to always chase their dreams.</p> <p>... to exceed expectations.</p> <p>And to <i>always</i> go the extra mile.</p> <p>To find out about the programs we have to offer, visit wmcarey dot e-d-u.</p>	<p>3D Text: EXCELLENCE</p> <p>3D Text: DREAMS</p> <p>3D Text: EXPECTATIONS</p> <p>William Carey University logo Text on screen: wmcarey.edu</p>