

Promo Video Presentation

Emma, Lingling, Eva

ZOC'S GOURMET

EST. 2016

Food, Local Businesses, and Our Community

- **New Urbanism**
  - Sustainable, human-scaled places
- **B-Lab**
  - Using business as a force for good
- **Community Engagement**
  - *A Taste of Southwest Rochester*, currently developed by the southwest Rochester Rotary Club
  - Part of a larger community effort during COVID 19

Behind the scenes



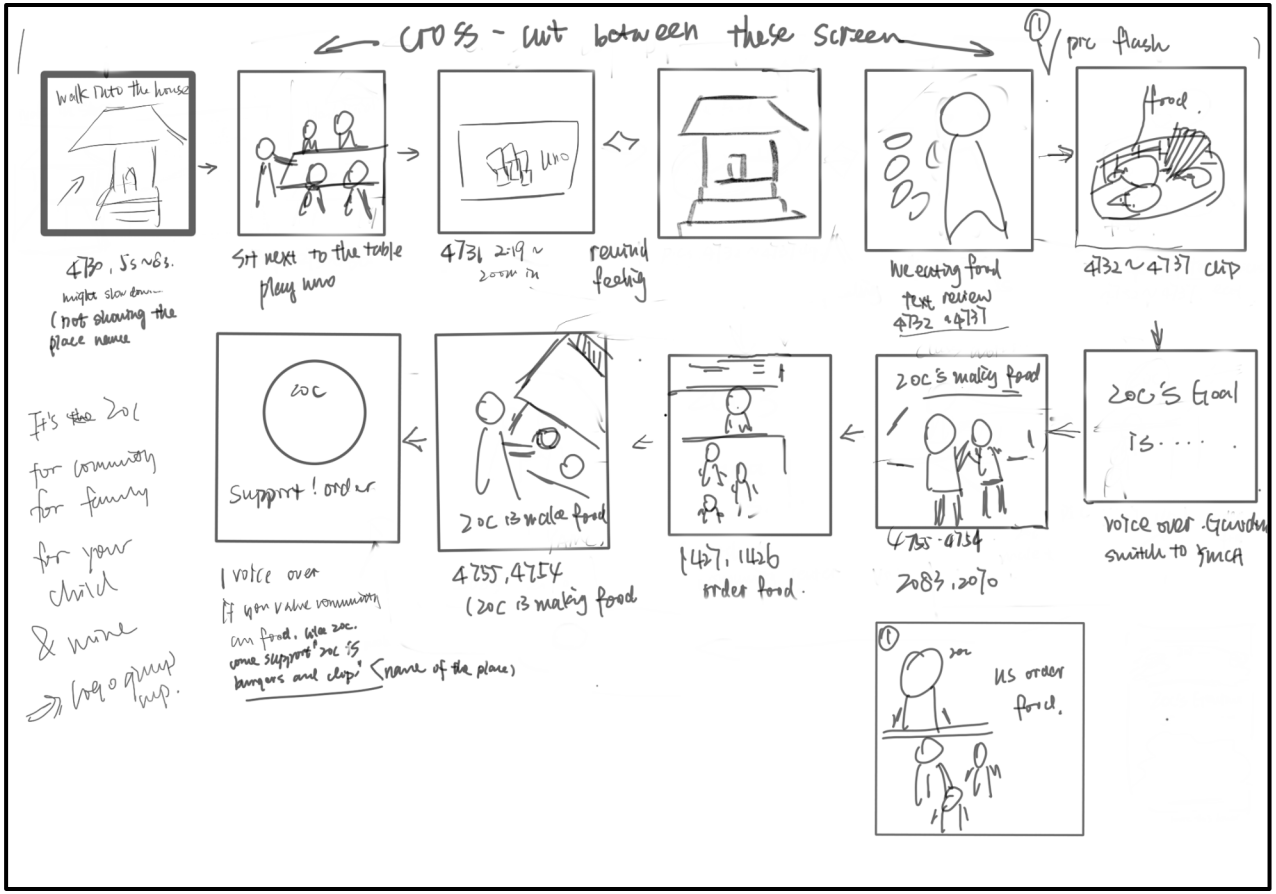
- **Decide the overall feeling of the video**
  - Desirable food, mysterious to begin, comfort by end
- **Split the teamwork**
  - Emma mainly worked on the video editing
  - Eva worked on research, citation + scripts
  - Lingling worked photo edits + sourcing
- **Decide on the supporting material**
- **Refine the video**
  - Storyboard -› rough cut-› 1st peer review -› revise storyboard -› final cut
  - second peer-review to
  - Music from Eastman student

Video Goal

- **To create and enhance a closer connection between Zoc's Gourmet and young adults in the southwest Rochester area**
  - Advertise ways to support Zoc during and after COVID 19
- **Show Zoc as an examplary citizen**
  - "Family man"
  - Community-driven goals



Storyboard


cross-cut between these screen
pre flash
walk into the house
4730, 35 ~ 38.
might slow down
(not showing the place name
sit next to the table
play uno
4731 2:19 ~ 20sec in
remind feeling
food.
We eating food
text review
4732 ~ 4737
4732 ~ 4737 clip
20c's Goal is....
voice over. Grandma switch to 中文
20c's making food
4735 ~ 4754
2083, 2070
1427, 1426
order food.
20c is make food
4755, 4754
(20c is making food
20c
Support! order
voice over
If you value community food, like 20c. come support 20c's burgers and chop! (name of the place)
It's the 20c
for community
for family
for your child
& mine
logo group up.
20c
US order food.


The owner is friendly and knows how to make a really good burger.
TIPS
ZOC'S GOURMET
975 CHILI AVENUE
ROCHESTER, NY 14611

Acknowledgements

Zaaqi Johnson,
Zoc's Gourmet Burgers and Shakes
Teens and Doreen Scanlan,
the Southwest YMCA Teen Center
John DeMott,
19th Ward Community Association
Rochester Center for Community Leadership,
University of Rochester

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