ABSTRACT

CREATIVE PROJECT: Third to Mars: A Creative Project Short Film

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This creative project is entitled Third to Mars and is a satirical short film. The project runs a total of five minutes and fifty seconds. The film was produced in a similar fashion to a professional film set in that there were preliminary production, production, and post- production phases. Third to Mars is the story of the Aerospace Corporation, a private space program that uses advertising revenue to fuel their trips to Mars and Conrad, the third man to Mars. The project takes a satirical approach to advertising and is intended to be humorous throughout.

To tell the story, the creative project utilized the best video equipment available including a high definition camera and a state of the art video editing system. Also, the cast and crew of the film were comprised of students from three colleges at Ball State University. In this way, the story was brought together in a truly collaborative process.