



# Where Hollywood Meets Higher Education

## The Johns Hopkins Carey Business School

### **Presenters**

- Julie Cady-Reh
- Collin Diesenberg
- Ryan Schmucker
- Sazia Zaman
- Chris Abolt

# Agenda

- ▶ Introduction to the presentation
- ▶ Overview of the Creative Approach
- ▶ Introduction to the Course & Group Exercise
- ▶ Conclusion





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# Introduction

**Where Hollywood meets Higher Ed**

The collage features a film set background with a green screen. A film strip winds through the center, showing various scenes: a group of students, a man in a suit, a woman in a lab coat, and a woman in a business suit. To the right is a black director's chair with the Johns Hopkins Carey Business School logo on the backrest. In the bottom right corner is a clapperboard with the following text:

Prod. no.	SCENE	TAKE	SOUND
Director	Producer		Date
Camera			





# Inspirations

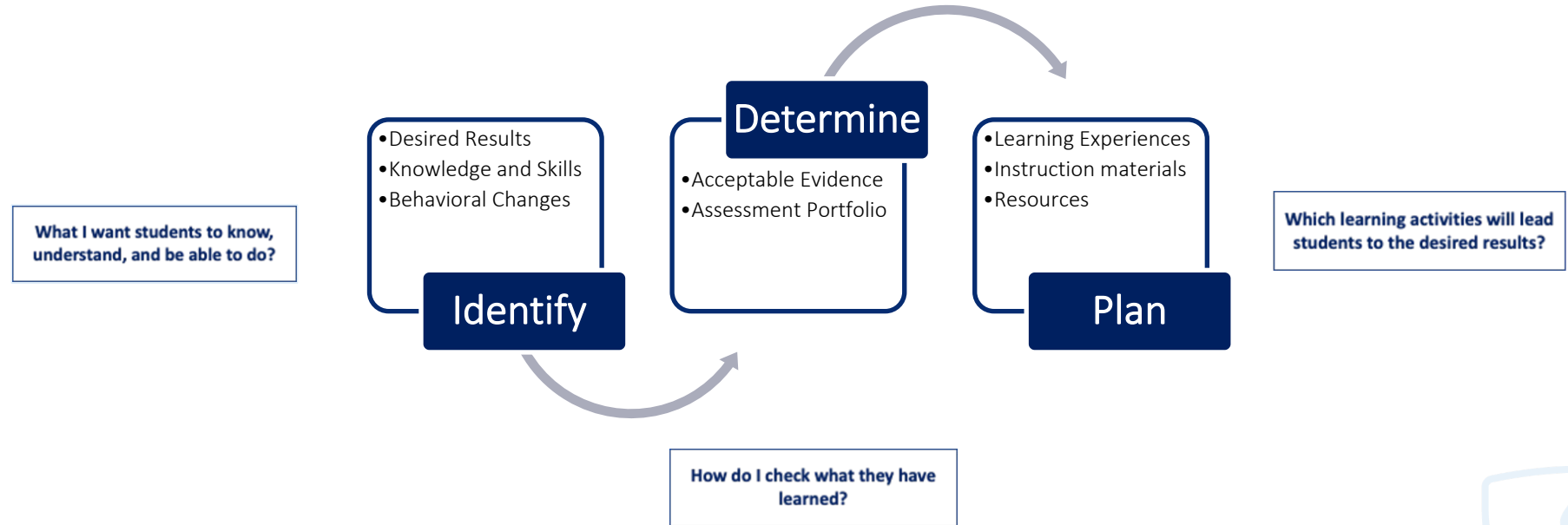




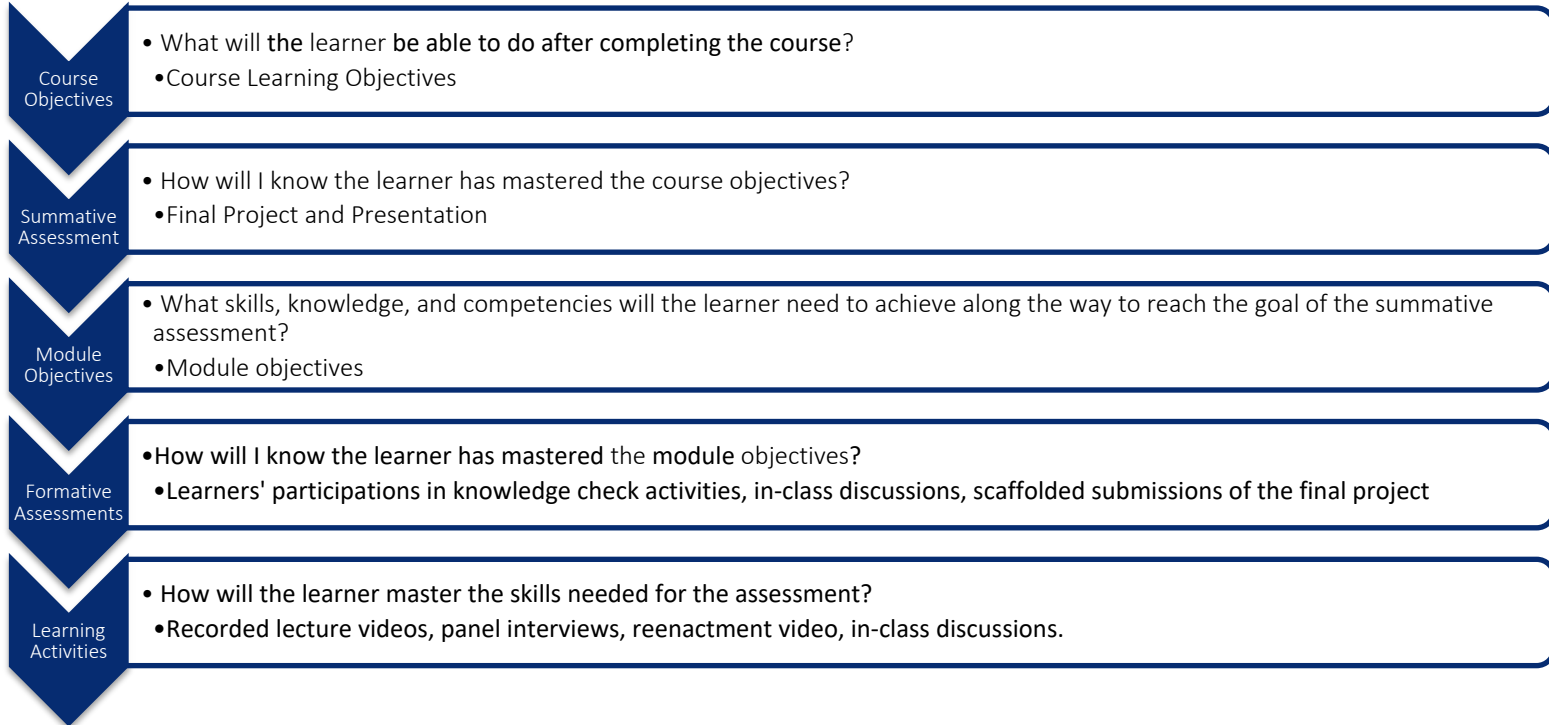
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# Course Design

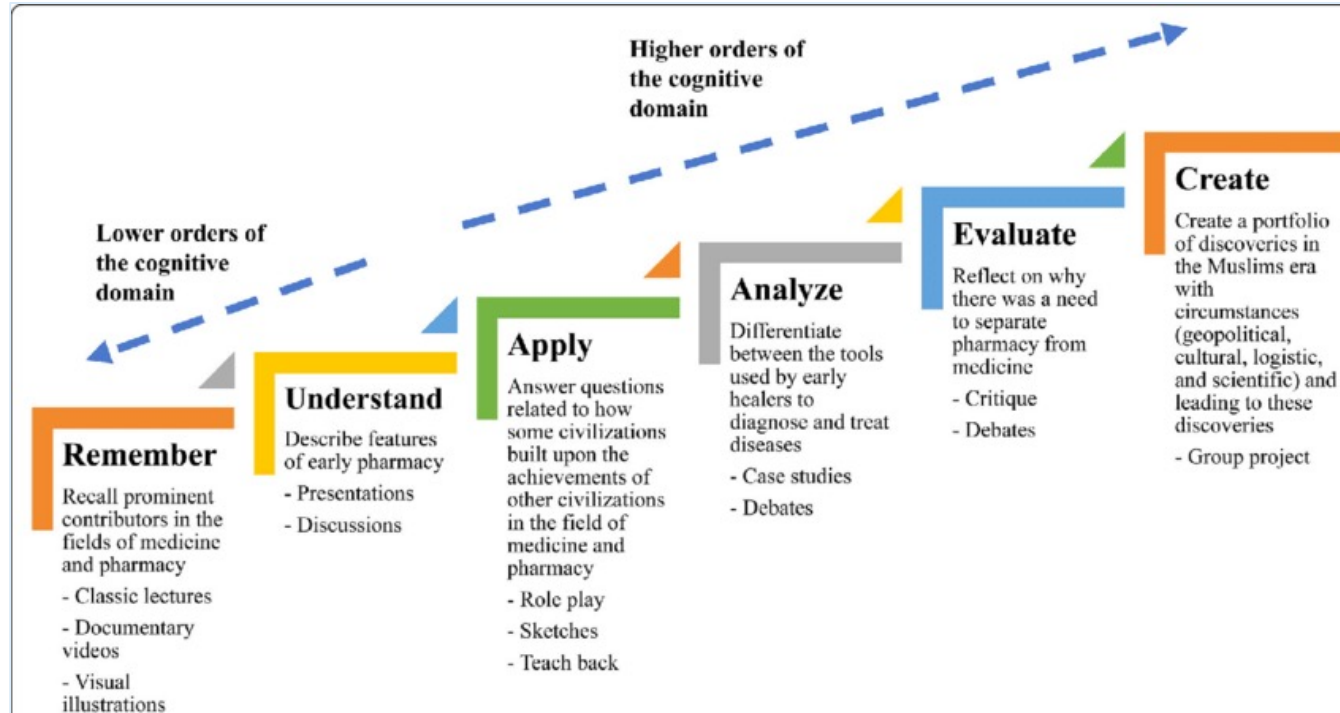
# Instructional Design: Lean Six Sigma Yellow Belt



# Lean Six Sigma Yellow Belt Course Design Steps



# Bloom's Taxonomy



# Lean Six Sigma Yellow Belt course sites

## Onsite course

The screenshot shows the course page for O.LS.1.0323 Lean Six Sigma Yellow Belt Certificate. The header includes the Johns Hopkins Carey Business School logo, language settings (English (En-GB)), and a link to continue studies. The course title and management development focus are displayed. Navigation links include Back to program, Newsfeed, Overview, Materials, Live classes, Forum, Class list, Team, View title, and Settings. A Materials section is visible with a filter and add button. The course content is organized into six modules: 1. Welcome to Lean Six sigma Yellow Belt Certificate course (Online, Published, 1 minute), 2. Pre-course Requirements (Online, Published), 3. Day 1: March 21, 2023 (Online, Published), 4. Day 2: March 22, 2023 (Online, Published), 5. Day 3: March 23, 2023 (Online, Published), and 6. Conclusion (Online, Published).

## Online course

The screenshot shows the course page for O.LS.1.0123 Lean Six Sigma Yellow Belt Certificate. The header includes the Johns Hopkins Carey Business School logo, language settings (English (En-GB)), and a link to continue studies. The course title and management development focus are displayed. Navigation links include Back to program, Newsfeed, Overview, Materials, Live classes, Forum, Class list, Team, View title, and Settings. A Materials section is visible with a filter and add button. The course content is organized into six modules: 1. Welcome to the Lean Six Sigma Yellow Belt Certificate Course (Online, Published, 1 minute), 2. Module 1: Introduction to Continuous Improvement Fundamentals (Online, Published), 3. Module 2: Applying the Deming Model using a Lean A3 Approach (Online, Published), 4. Module 3: Title: Where Lean meets Design Thinking (Online, Published), 5. Module 4: Beyond Continuous (Online, Published), and 6. Conclusion (Online, Published).

<https://carey.jhu.insendi.com/programmes/hbX7FEn-p/courses/iEArpRno3S/weeks>  
<https://carey.jhu.insendi.com/programmes/hbX7FEn-p/courses/fYZESbsKjX/weeks>





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# Cinematic Reenactment



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What did  
we do?





# Production Process

## » Media Strategy

- Inspirations?
- Due Date?
- Script?

## » Pre Production

- Locations
- Crew

## » Production

- Go Time

## » Post Production

- Go Time (for Marcus)
- Editorial
- Graphic/Animation
- Sound Design
- Music



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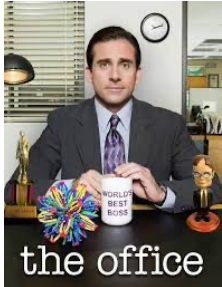
# Media Strategy



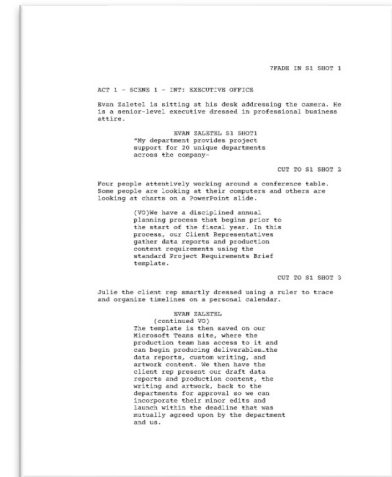


# Media Strategy

- » Media Strategy – Cinematic recreation pitched
- » Outline Created
- » Script Created



Faculty Draft



Video Production Draft





# Media Strategy

## »Script Breakdown

- In this stage the Producer and Video supervisor generates:
- Equipment list
- Freelance support list (including pre production support needed)
- Draft Scene-by-scene shot list producer generates:
- Scene breakdowns
- Cast list
- Prop list
- Wardrobe list
- Potential location list – done in consultation with operation team
- Set decoration - done in consultation with operation team

## » The Video Supervisor Generates:

- Equipment list
- Freelance support list (including pre production support needed)
- Draft Scene-by-scene shot list

### Script Breakdown

Scene #:	4	Scene Name: INT: Private Conference/Office Room	INT/EXT
Script Page:	2	Location Name: interview room	
Descriptions: Jill Shultz is being interviewed			

<b>CAST:</b> <ul style="list-style-type: none"><li>- Jen Shultz (Actor)</li></ul>	<b>EXTRAS/SILENT:</b> <ul style="list-style-type: none"><li>- None</li></ul>	<b>WARDROBE:</b> <ul style="list-style-type: none"><li>-Business Professional Attire</li></ul>
<b>SPECIAL EFFECTS:</b>	<b>PROPS:</b> <ul style="list-style-type: none"><li>- Private interview room</li></ul>	
<b>MAKEUP/HAIR:</b>	<b>SOUND EFFECTS &amp; MUSIC:</b>	<b>SPECIAL EQUIPMENT:</b> <ul style="list-style-type: none"><li>-</li></ul>
<b>PRODUCTION NOTES:</b> <p>Lower third shows Jill Shultz, Client <del>Upper</del> Jill is a midlevel executive dressed in <del>business</del> casual attire.</p>		



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# Pre Production



# Pre-Production

- » Shoot Schedule Confirmed
- » Set Decoration Confirmed
- » Location Scouting/Reservations
  - Shot Blocking
- » Casting
  - Wardrobe
  - Props
- » Crew
  - Contracting/Scheduling Freelancers
- » Video Location Prep
- » Call Sheets
- » Security and Operations Meetings

# Pre-Production



## » Location Scouting





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# Production

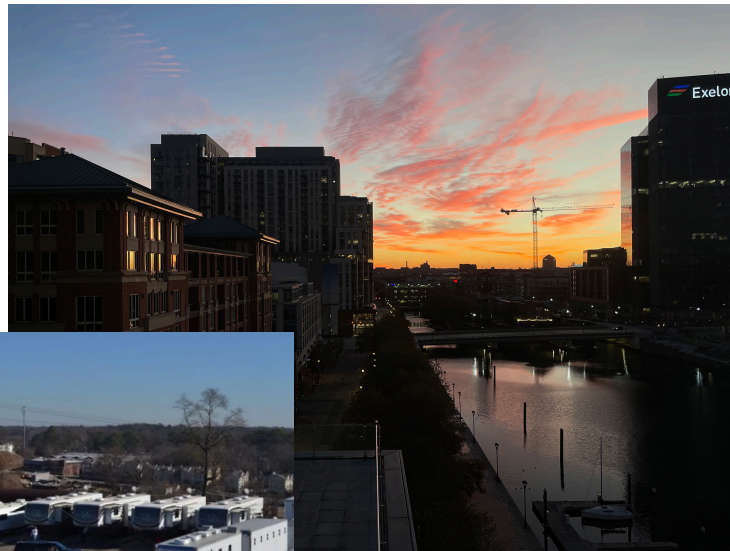


# Production



## » Homebase

- Catering Deliveries
- Equipment Deliveries
- Location preparation
- Cast collection
- Crew collection
- Shooting scenes as scripted
- Adjusting script/shots as needed





# Production.....Starts!



## SHOOTING SCHEDULE Lean Six Sigma Reenactment

Date	Scene	Shot	Carey location	Location Name	Cast
11/8/22 - 8am Crew Call					
11/8/22 - 9am Casting Call					
9-11am	1.1 - 5	MS	1301 - Credenza/Dean's office	Evan's Office	Evan - ()
9-11am	1.6 - 7	CU	1301 - Credenza/Dean's office	Evan's Office	Evan - ()
9-11am	3.1	MS	1301 - Credenza/Dean's office	Evan's Office	Evan - ()
9-11am	11.1	MS	1301 - Credenza/Dean's office	Evan's Office	Evan - ()
11am-11:45	Move to Interview Location				
11:45am-12:45pm	4.2	MS	12 <sup>th</sup> floor hallway	Interview	Jill Schultz - ()
12:45pm - 1:45pm	LUNCH				
1:45pm - 2:45pm	4.2a,b,c,d	MS	12 <sup>th</sup> floor hallway	- Jill on call, copier, talking to staff,	Jill Schultz
1:45pm - 2:45pm	6.1		12 <sup>th</sup> floor hallway	Office/Interview Room	Jill Schultz - ()
1:45pm - 2:45pm	8.1 - 7		12 <sup>th</sup> floor hallway	Office/Interview Room	Ginny and Jen - ()
2:45pm - 3:30	Move to Late Night Setup				
3:30 - 6pm	11.2 -	Master	1290 Cubicle	John at home asleep	John
3:30 - 6pm	11.3	Master	1290 Cubicle	Ginny spills coffee	Ginny
3:30 - 6pm	11.4	Master	1290 Cubicle	Next Day - Jill pushes binder	Jill
3:30 - 6pm	9.1-5	MS - ZOOM	Studio/Green	Late Night (Personal Home)	Ginny, Jen, John, Elizabeth - ()
3:30 - 6pm	10.1 - 2	CG Zoom	Zoom	Zoom Backdrop	All Cast
3:30 - 6pm	9.1 - 4	Master Shot		Home Backdrop	
Wrap Out Day 1					
11/9/22 - 8am Crew Call					
11/9/22 - 9am Casting Call					

11/9 - 9am-12am	5.1	Wide Shot	1243 - Conference	Conference Room	Jill and RSP - (), extras
11/9 - 9am-12am	5.2	Master Shot	1243 - Conference	Conference Room	Jill and RSP - ()
11/9 - 9am-12am	5.3	Wide Shot	1243 - Conference	Conference Room	Jill and RSP - () extras
11/9 - 9am-12am	5.4	CU -OTS	1243 - Conference	Conference Room	Jill and RSP - ()
12pm - 1pm	LUNCH				
1pm-3pm	7.1		1301 - conference	Conference Room	Ginny, Jen, John, Elizabeth - ()
3pm - 5:30pm	2.1	WS Dolly -1	13 <sup>th</sup> floor cubicle	Jen Volsh Cubicle	Elizabeth/Jen - ()
3pm - 5:30pm	2.2 - 6	MS OTS	13 <sup>th</sup> floor cubicle	Jen Volsh Cubicle	Elizabeth/Jen - ()
3pm - 5:30pm	2.7	Wide Shot	13 <sup>th</sup> floor cubicle	Jen Volsch Cubicle	
That's A Wrap					



# Production Images



## SHOOTING SCHEDULE

Lean Six Sigma Reenactment

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# Production Images



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3:30 – 6pm	9.1 - 4	Master Shot		Home Backdrop	
Wrap Out Day 1					

# Production Images



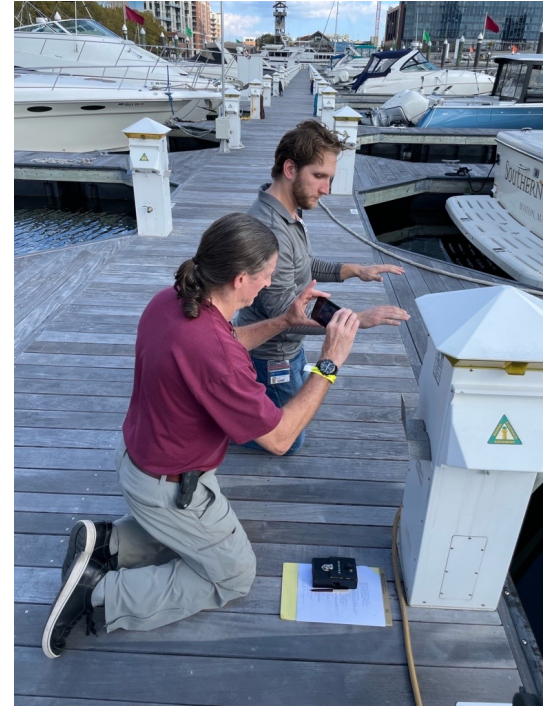
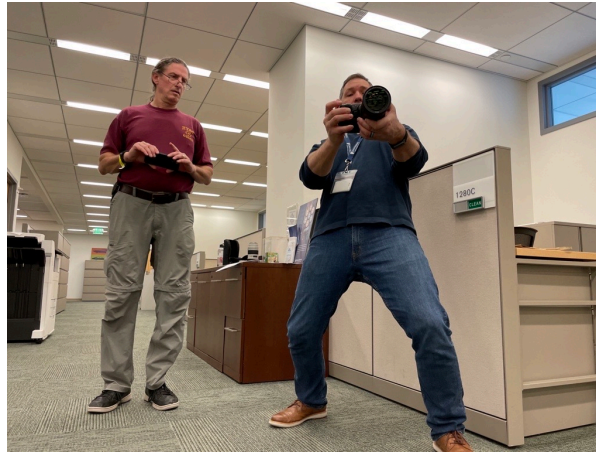
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3pm – 5:30pm	2.7	Wide Shot	13 <sup>th</sup> floor cubicle	Jen Volsch Cubicle	
That's A Wrap					



# Production Images



# Production Images







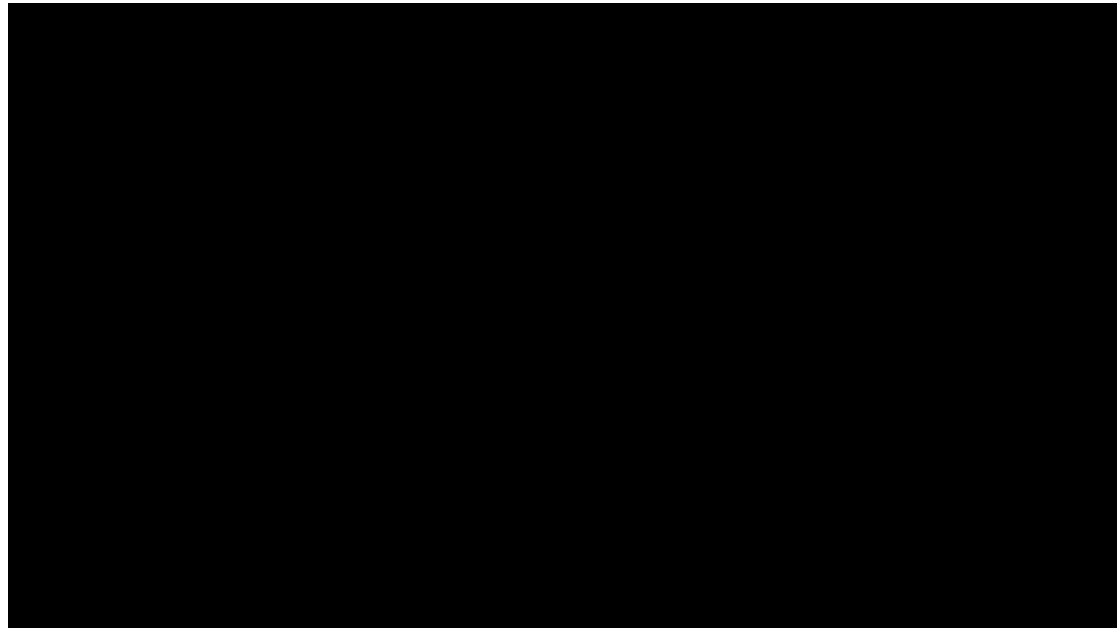
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# Post Production



# Editing Process

- Gather all footage from shoot and create editorial project
- Sync sound and visuals using time code
- Create long rough draft of video edit.
- Music Search
- Stock image search
- Graphics/animation
- Refine video edit
- Final color correction
- Music Mix
- Conforming







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# Course Overview & Group Exercise

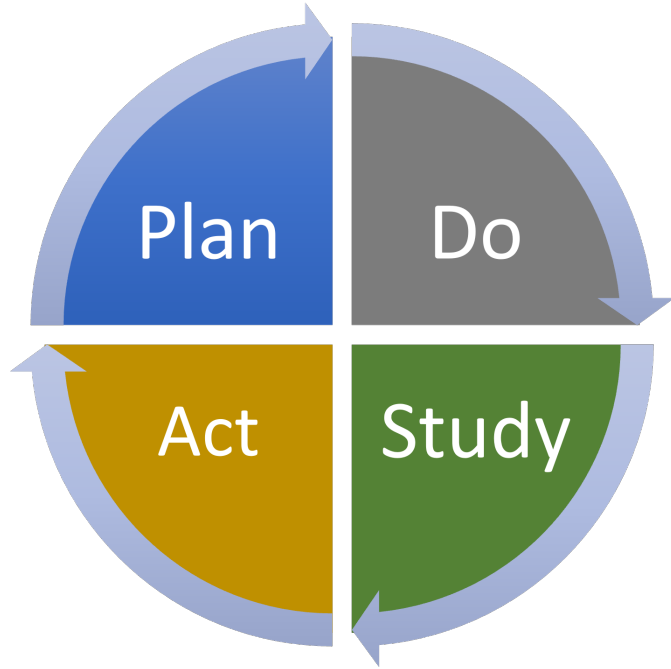
# The Deming Model—1



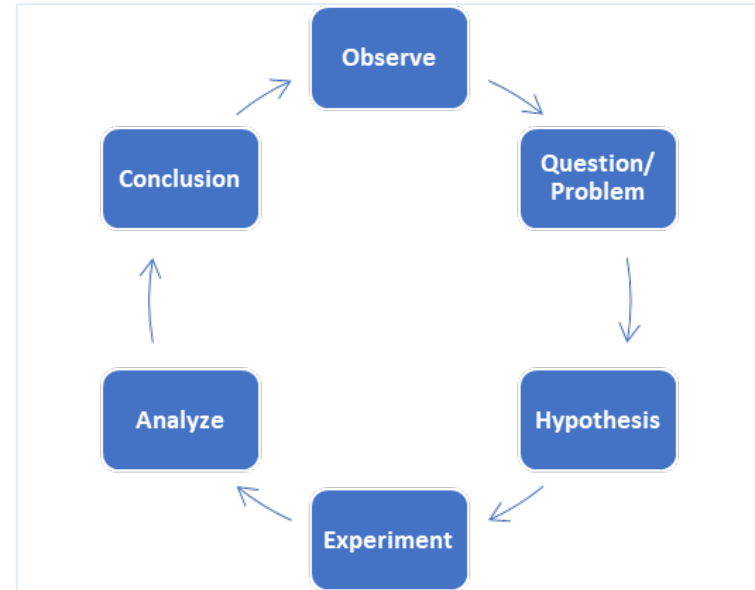
- ▶ Commonly known as Plan-Do-Study-Act (PDSA) or Plan-Do-Check-Act (PDCA)



# The Deming Model—2

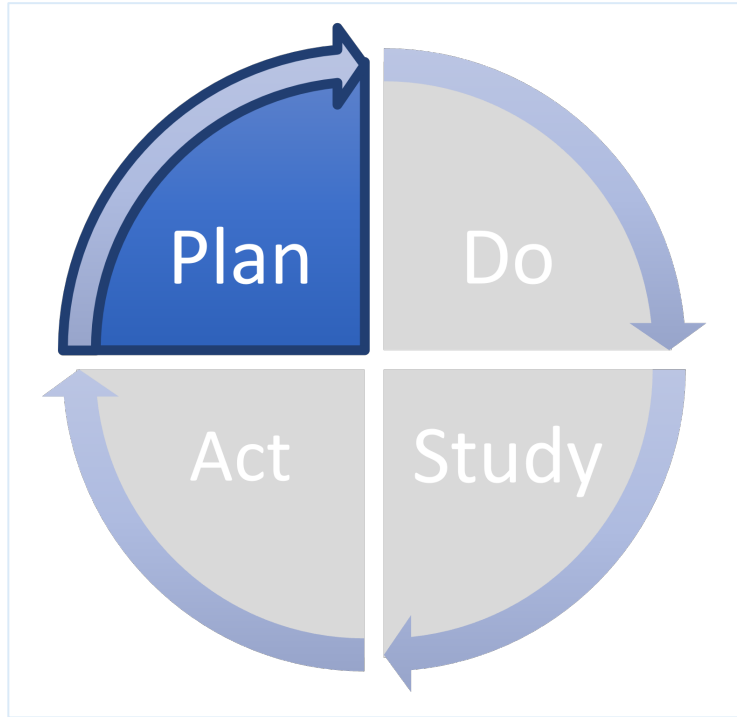


► Based on the scientific method





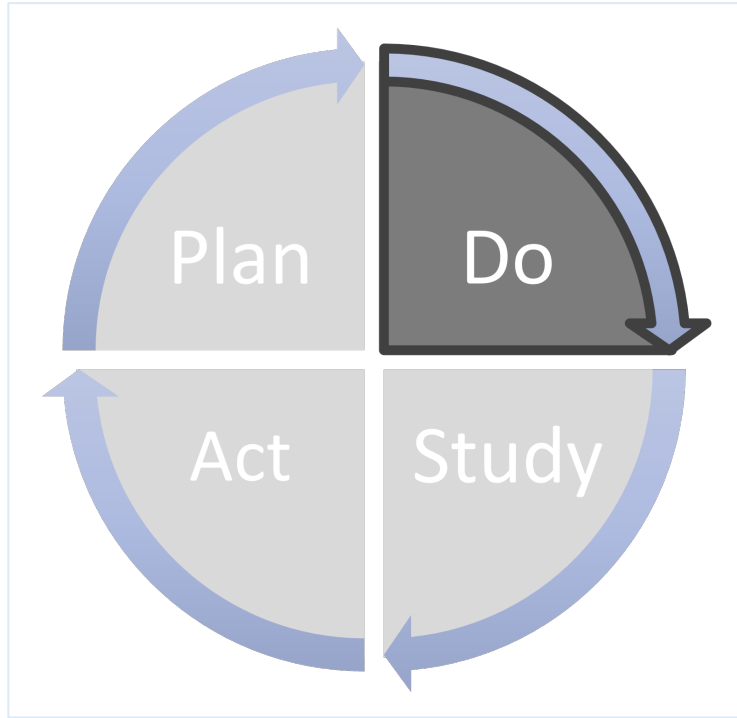
# The Deming Model: Plan



- ▶ **Identify problem:**
  - ▶ What are we solving for?
- ▶ **Assess baseline / collect data:**
  - ▶ Document current state
  - ▶ Capture “voice of the customer”
- ▶ **Analyze findings:**
  - ▶ Root causes of waste



# The Deming Model: Do

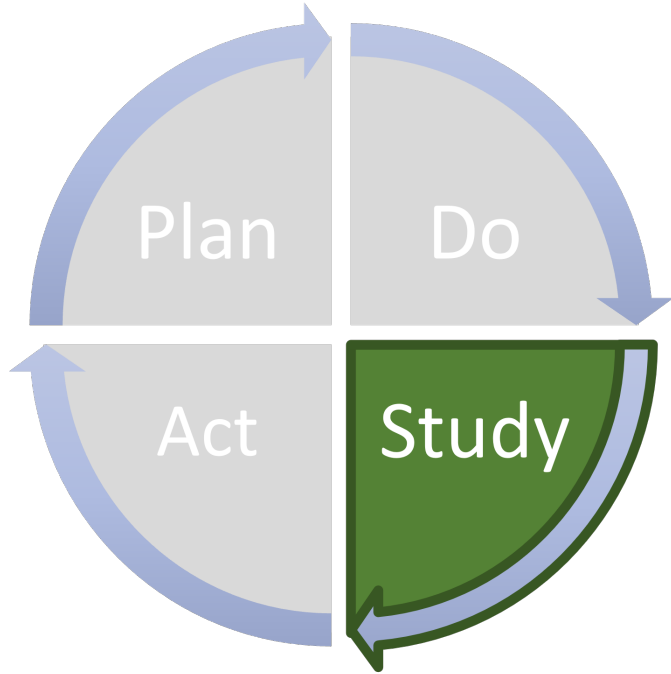


- ▶ **Pilot solutions:**

- ▶ Do a “trial run” of the new process (often on a small scale)



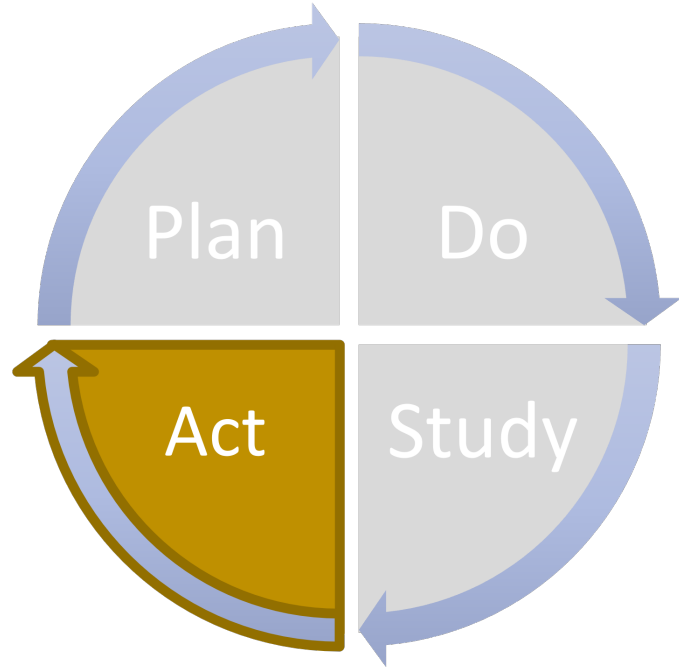
# The Deming Model: Study



- ▶ **Study results:**
  - ▶ Measure and examine the results of your trial



# The Deming Model: Act



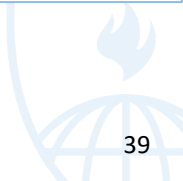
- ▶ **Standardize and sustain:**
  - ▶ Fully deploy the solution
  - ▶ Replicate across teams/divisions



# Why PowerPoint Slides Aren't Enough

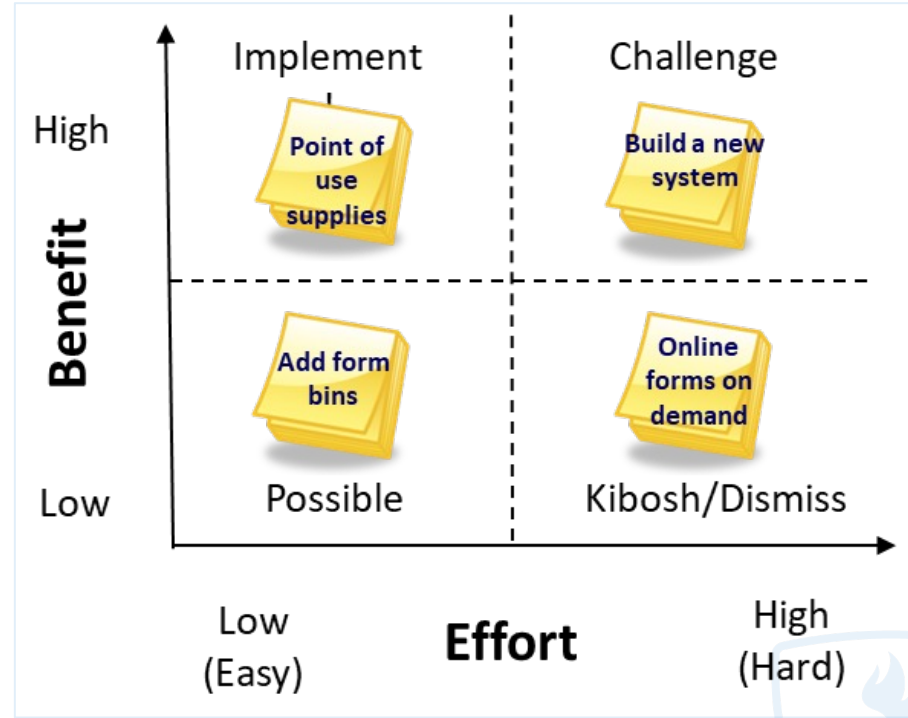
- ▶ Problem-Based Learning (PBL) promotes learning around complex real-world issues as opposed to direct presentation of facts and concepts.
- ▶ The short film functioned as a virtual Gemba walk and Design Thinking “Immersion” vehicle.
- ▶ Gemba walks/Immersion are vital to the Customer Discovery process (i.e., Plan phase of PDSA).

Problem	Design thinking	Improved outcome
Innovators are trapped in their own expertise and experience.	Design thinking <b>provides immersion</b> in the user's experience, shifting an innovator's mindset toward...	...a better understanding of those being designed for.
Innovators are overwhelmed by the volume and messiness of qualitative data.	Design thinking <b>makes sense</b> of data by organizing it into themes and patterns, pointing the innovator toward...	...new insights and possibilities.
Innovators are divided by differences in team members' perspectives.	Design thinking <b>builds alignment</b> as insights are translated into design criteria, moving an innovation team toward...	...convergence around what really matters to users.



# Group Exercise!

- ▶ The “Do” phase:
  - ▶ Brainstorm solutions
    - Aim for quantity
    - Welcome “wild” ideas
    - Withhold criticism
- ▶ **Exercise Instructions:**
  - ▶ Individually and silently brainstorm solutions
  - ▶ Pair with a person next to you and share your solutions.
  - ▶ Each Pair shares solutions with table
  - ▶ Tables report-out top three solutions!





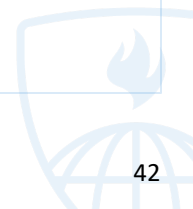


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# Conclusion

# How can you bring this approach to your school?

- ▶ Understand the obstacles and benefits
- ▶ Collect faculty testimonials about the process
- ▶ Share student feedback about the impact
- ▶ Show the product!



A stylized graphic on the left side of the slide. It features a flame-like shape at the top and a globe-like shape with latitude and longitude lines below it, all in a lighter blue color against the dark blue background.

Thank you