



Podcast Design Document

By Travis Hoki

Creative Brief

Fresh Bboy Tutorials is a podcast series of breakdance tutorials. There are hundreds of break dance tutorials on YouTube and other video streaming locations but when searching through the iTunes Library I was able to find a lot of break beats but no actual moves guides. Having a break dance tutorial series in podcast form will make it easier for people interested in break dancing to be able to take their tutorials with them to their garage, the gym, outside, or anywhere they decide to learn how to break dance.

Target Audience

A break dance tutorial podcast series has a limited audience because of physical fitness, age, and interest. My target audience is beginning to mid-level break dancers. The majority of subscribers will range in age from young teen to late twenties. This kind of dance is normally done to a rap/hip hop genera of music, which is currently a popular genera of music among the audience that I project will be subscribing. This style of dance is popular among the youth and young adults.

Objectives

- My first and foremost objective is getting a series of break dance tutorials into the iTunes store for participants to be able to utilize.
- My objective is to teach three different moves; a toprock (standing dance move), bottom rock (on the floor footwork), and a power move (technical gymnastic/tumbling move).
- My third objective is to add my own personal teaching style by teaching these specific moves in a fashion that I believe would teach the participants successfully. Over the past seven years I have taught these moves formally and informally to other dancers of various degrees of experience. I can break each move into the necessary and understandable steps to be able have the viewer mimic and learn.

Personas



Benji

Ages: 20

Education: Current Student at UVU.

Interests: Dance, guitar, and computers.

Benji is a beginning breakdancer that has several good moves and beginning footwork.

Key Characteristics

- Technologically able.
- Always has access to the internet on his iPhone.
- Benji is actively trying to progress his breakdancing.

Goals

Benji is looking for tips for more advanced move and could use new move to add to his repertoire.



Manny

Ages: 16

Education: Sophomore in high school.

Interests: Computers and art.

He not a break dancer but he has always like watching breakdancers, on tv and at school dances.

Key Characteristics

- Technologically able.
- Doesn't know or care about the fundamental foot work of breakdancing, just likes to watch flashy moves.
- May not know all of the break dance lingo.

Goals

Man subscribed *Fresh Bboy Tutorials* because he likes to watch break dance videos and he wants to see how some of the moves are done, to he could possible learn.

Discriptive <Channel> Data

<title> Fresh Bboy Tutorials

<author>Travis Hoki

<description> (character count 114)

Beginner's Breakdance tutorials taught by Bboy Fresh, coving the basics of top rock, bottom rock, and power moves.

<Link> FreshBboyTutorials.com

<category> Tutorial, hobbies

<Subtitle> Fresh Bboy Tutorials

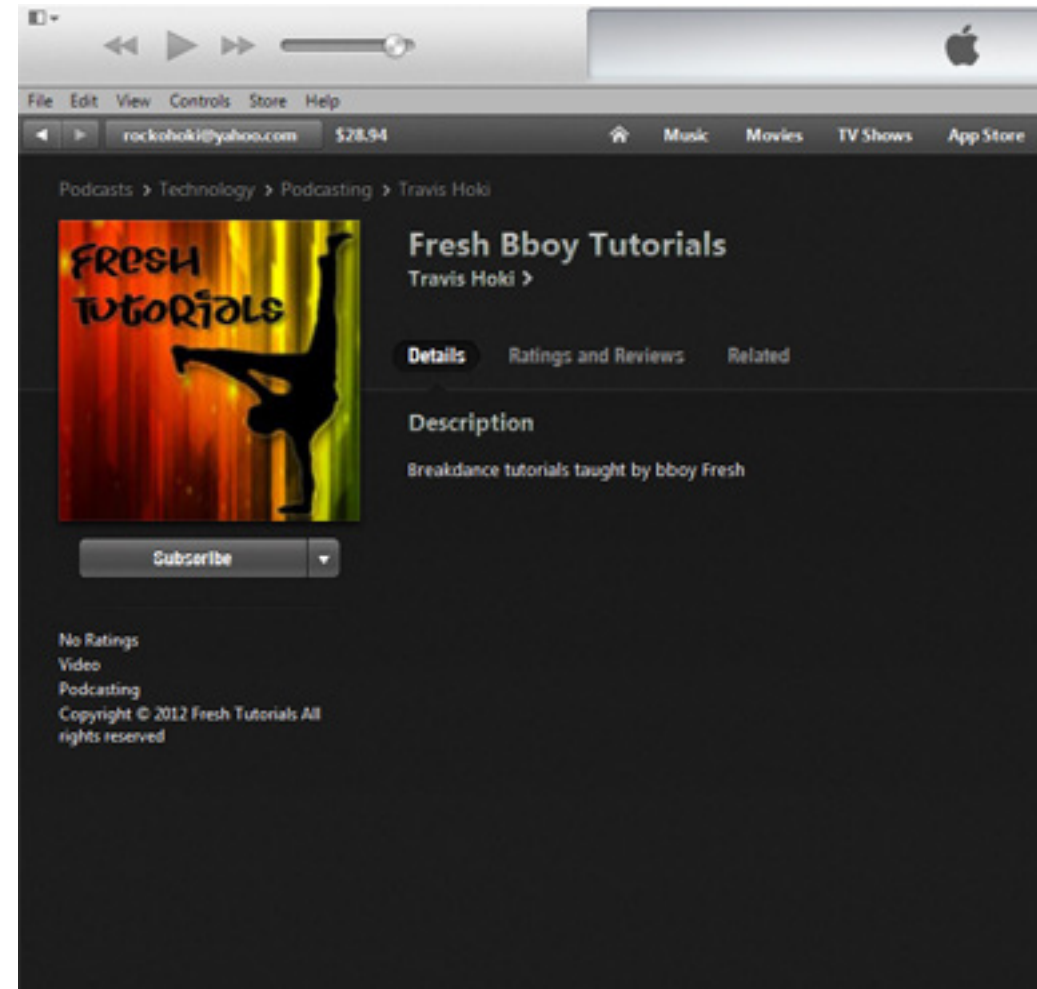
<copyright> © Copyright 2012 Fresh Breakdance Tutorials

<keyword> Breakdance, Break, Dance, BBoy, b-boy, hiphop, hip-hop, dance,

<language> English

<owner> Travis Hoki

<email> Rockohoki@yahoo.com



Episode Formating

The podcast episodes will be in video form that way subscribers can visually see examples of the moves in order to better learn and mimic. As of now there are only three podcasts planned put more could be added to the podcast series in the future.

<pubdate>Wed, 1 Jun 2010 19:00:00 GMT

<title>Windmill Tutorial

<description>This Fresh Bboy Tutorial episode will teach a beginning break dance how to do a

<summary>Windmill tutorial

<author>Travis Hoki

<keyword>Windmill

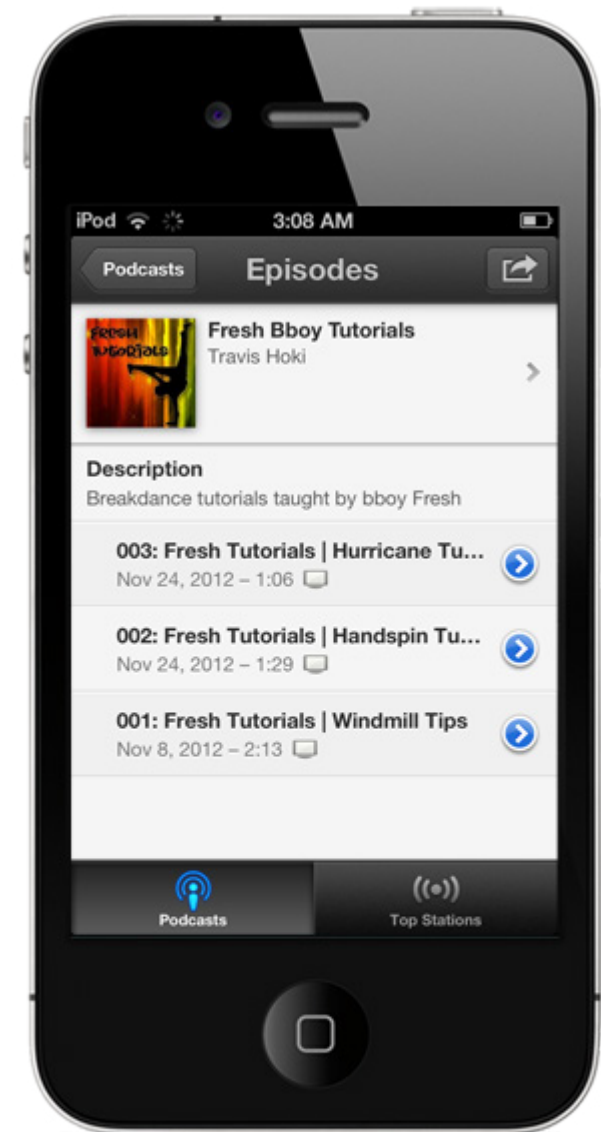
<link> freshBboyTutorials.com

Title Examples

003: Fresh Tutorials | Hurricane Tutorial

002: Fresh Tutorials | Handspin Tutorial

001: Fresh Tutorials | Windmill Tips



Branding Plan

Tagline:

Freshest Bboy tutorials (character count 23)

Slogan:

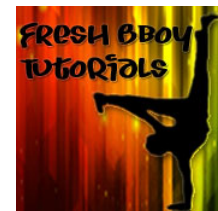
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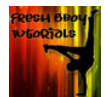
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