

Multimedia – Long Form Video

Roof on the Rane *Auburn University*

Objective or purpose of project:

To unveil the new rooftop garden run by our Department of Horticulture.

Audience:

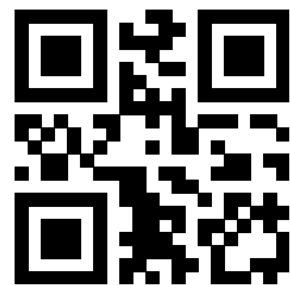
Auburn University students, alumni, faculty, staff and friends.

Project Outcome:

We were extremely pleased with the response to this video, which was part of a series of mini documentaries our office produces each year. This video had 3,174 views on YouTube; by comparison, our next-highest viewed video prior to this one had 2,100 views on YouTube, and our videos produce fewer than 1,000 views on average.

What makes this project exceptional?

This video was an integral part of announcing the opening of the Tony and Libba Rane Culinary Science Center at Auburn University. It is a truly unique project in that our horticulture students are planting and harvesting produce on a rooftop garden that is then prepared and served in a restaurant six stories below. The restaurant serves as a teaching facility for culinary students and hospitality students, and it was important to us to highlight the opportunities for collaboration between our College of Agriculture and the College of Human Sciences that were created through this exceptional facility.



**Watch the
Roof on the Rane
video.**