



# Air Jordan 1

A Short Documentary

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# Introduction

Culmination is the highest or climatic point of something, especially as attained after a long time. During my four years at City Tech, I've accumulated lots of skills that I lacked such as video production, post production, lighting, management, etc. For my culmination project I decided to incorporate all of these skills into making a short documentary. I enjoy watching documentaries as they are a great way to showcase history. My favorite documentary to watch is the one about the late Tupac Shakur called "Resurrection." For My project I was responsible for writing the script (Pre production), filming, and editing (Post production.) while working on my project, I was also learning new material as time went by.



# Goals

A goal is an idea of the future or desired result that a person plans and commit to achieve.

Outside of filming, my favorite thing to do is collect rare sneakers. The Nike Air Jordan 1 happens to be my favorite sneaker of all time. My goal of the project is to share my passion for the Air Jordans and turn it into an on screen history lesson. I want this project to attract an audience that wouldn't normally care about this sneaker or sneakers in general. Another goal was to test the skills that I've learned and create something that I can be proud of for a long time.



# What is it about?

- This documentary goes back into the mid 1980's where the shoe was first bought to life until present day. The documentary will start off explaining the perks of the Air Jordan 1 and how it is involved in our everyday lives. It will then dive into Michael Jordan himself and how he changed the game of basketball as soon as he entered the league in 84. Which will lead to when he first laced up the Air Jordan 1 for the very first time. I will end off with the many influencers and celebrities that were able to collaborate with Jordan Brand and create their own Air Jordan 1.



# Process

1. Figuring out the topic
2. Look for talent
3. Find location
4. Write script
5. Buy equipment
6. Shoot
7. Edit





# Location

- There were many places that I was considering filming this documentary. Places like Central Park. I felt like this was a good location because of the open space. Due to Covid-19, Central Park would be a great place to film while being safe and practicing social distancing.
- I then decided to change the location from Central Park to the Downtown Soho area. This location made more sense to me because Soho is notorious for attracting sneaker enthusiasts and has lots of shops that sell and consign a variety of footwear. There are also many skaters in this area, and the Air Jordan 1 happens to be the ideal shoe for any skater.



# Equipment

GOPRO HERO 8- I decided to use the gopro hero 8 for this project for many reasons:

1. It is easy to carry around and doesn't take up much space
2. It shoots in 4K sometimes 8K
3. It is extremely affordable



## AUDIO

Excelvan Condenser Studio Mic-

This is a one of the best mics that I was able to use. I didn't have to spend money on it because my friend happened to have one.





# Budget



Item	Estimate amount	Total spent
GoPro HERO 8 4K	\$300.00	\$400.00
Adobe Premiere Pro	\$20.00	\$20.00
Excelvan Condenser Studio Mic	\$80.00	\$0.00
Talent	\$0.00	\$0.00
	<b>Estimate Total</b> \$400.00	<b>\$420.00</b>



# Calendar/Schedule

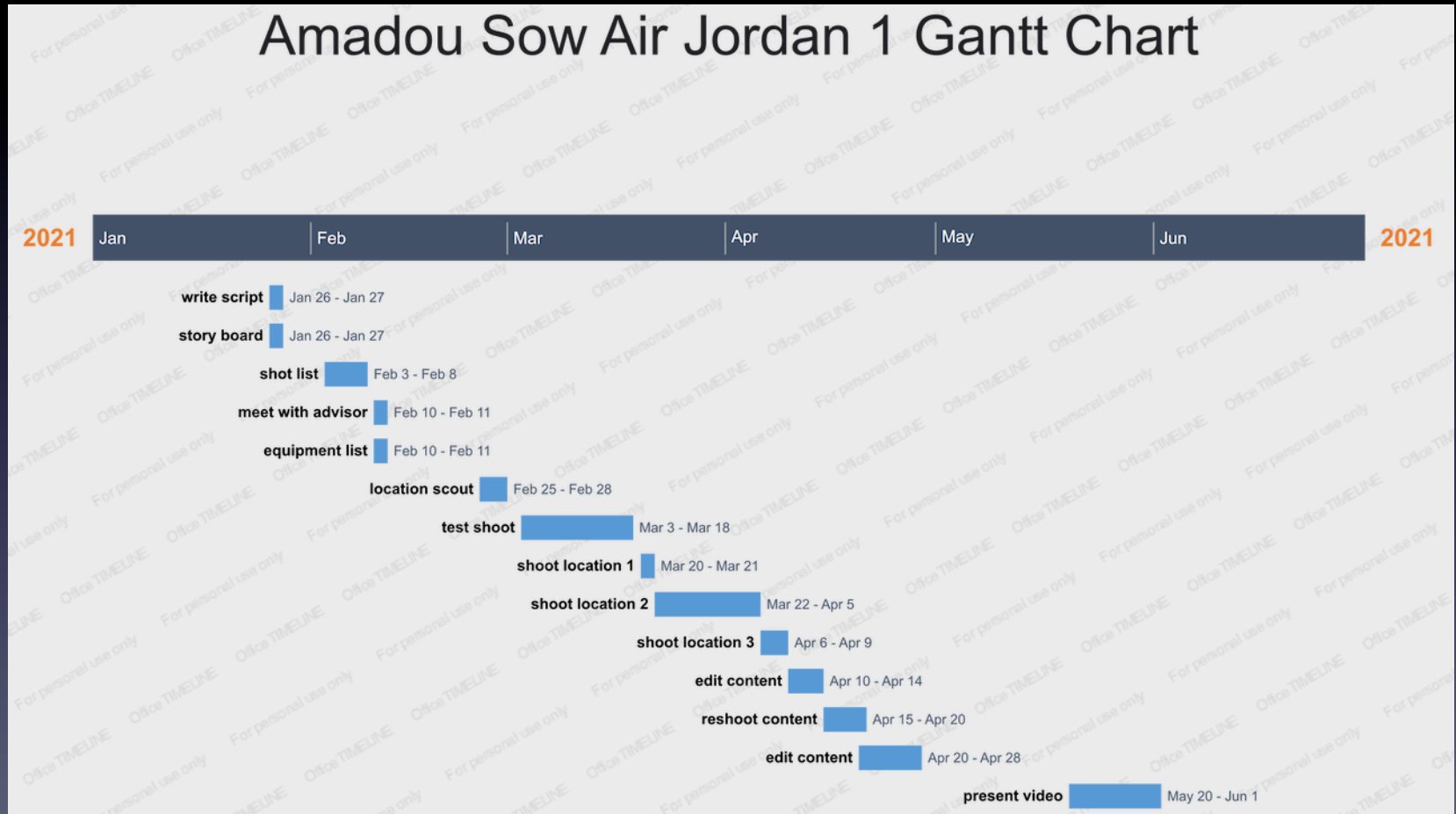
Task	Start date	End date	Duration
Write script	1/26/21	1/27/21	1
Story Board	1/26/21	1/27/21	1
Shot list	2/3/21	2/8/21	5
Meet with advisor	2/10/21	2/11/21	1
Equipment list	2/10/21	2/11/21	1
Location scout	2/25/21	2/28/21	3
Test shoot	3/3/21	3/18/21	15

# Calendar/Schedule Cont'd

Task	Start date	End date	Duration
Shoot location 1	3/20/21	3/21/21	1
Shoot location 2	3/22/21	4/5/21	14
Shoot location 3	4/6/21	4/9/21	3
Edit content	4/10/21	4/14/21	4
Reshoot content	4/15/21	4/20/21	5
Edit content	4/20/21	4/28/21	8
Present video	5/13/21	5/13/21	12

# Gantt Chart

## Amadou Sow Air Jordan 1 Gantt Chart



# Road Block(Challenges)

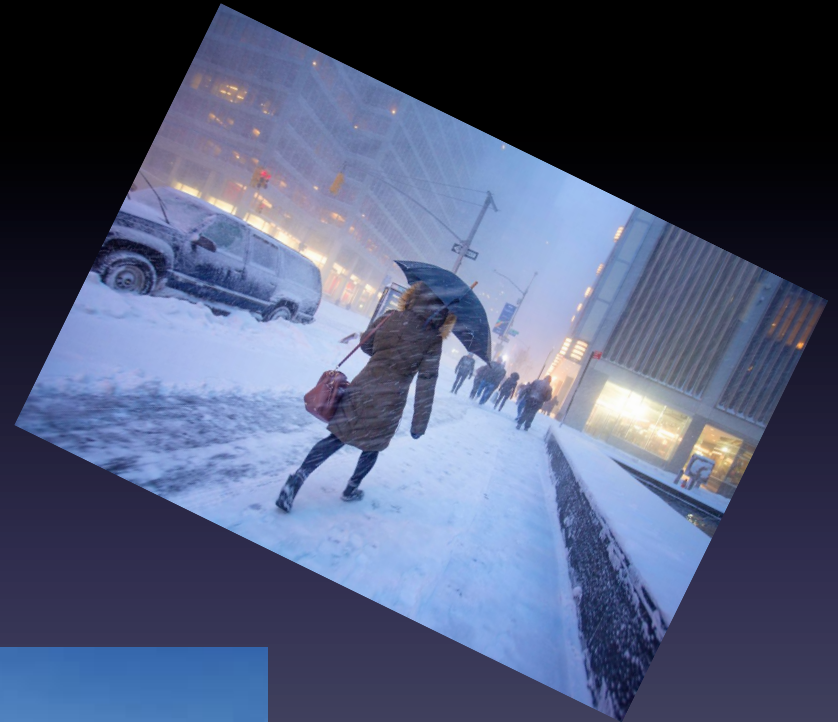
With any project that you tackle, you will always run into little issues. I ran into a few issue myself while working on this documentary, but nothing too major.

My challenges:

1. Weather

2. Schedule

3. Balance



# Next Steps

Keep filming

Find more interviewers  
(Different P.O.V.)

