



# Gentrification Concept Music Video

## Bryan Benavides – Producer, Director, Editor

### Department of Entertainment Technology

#### Introduction:

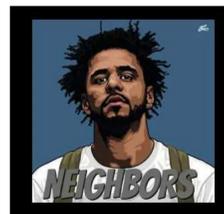
With a general entertainment technology understanding and a specific technical lighting, video, and editing skills, I gained in over 4 years of studying at City College of Technology, mix with my passion for music and dance, I decided to create a concept music video for my culmination project. I wanted to use dance to tell a visual story or bring forward a concept that the viewers can understand. This personal need is why I enroll in the Entertainment Technology major at CityTech, to technically be able to execute my artistic vision when I hear music.

#### The skills include:

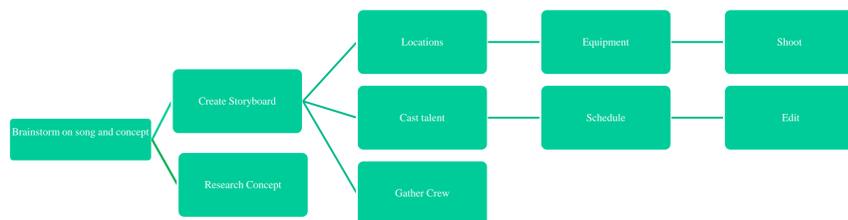
1. Writing treatment (such as storyboarding, script, proposal, budget and time chart) for a concept music video
2. Scheduling and executing pre, present, and post production
3. Editing and Presenting as well as creating a Poster for my culmination project

#### The Process

With the help of a friend, Fred Romano, who is featured as dancers in this video, we started picking a song and concept to use for our video. After a month long of deciding what was best, we choose the topic of gentrification, it is a problem we see in front us everyday, as our neighborhood changes. We choose the song, "Neighbors" by J. Cole, to help illustrate our concept since the lyrics talk about oppression based on location and the rhythm/beat of the song is medium-tempo just like how the pace of gentrification occurs in one neighborhood. See chart below for what else my process consisted of



#### The Process:

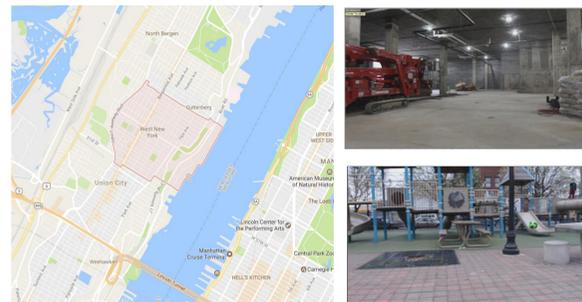


#### Main Location:

For location I let my friend, Fred Romano, choose his neighborhood which is going through gentrification. His initiative in coming up with the concept and willingness to help me for my culmination, developed a trust with me, for him to designate the right location. Here are the following location we used:

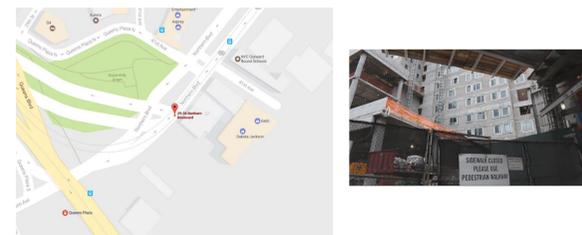
#### West New York Area

- Construction Site
- Neighborhood Playgrounds and streets



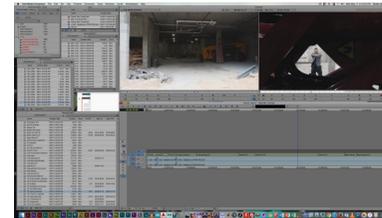
#### Queens Plaza Area

- Construction Site



#### Equipment Used:

- Canon T5i
- Rokinon 16mm 2.2
- Rokinon 14mm 2.8
- Ronin m Gimbal
- Skull Candy Loudspeaker
- AVID software in school/work computer



#### Budget and Timeline:

##### Expense

- Videographer fee for all 4 days of shooting - \$150
- Loudspeaker - \$70
- Transportation for talent and videographer - \$30

##### Reality Timeline

- Late December: Submit Proposal to Technical Advisor
- March: Brainstorm Idea and concept
- April: Shoot Main Scenes, Started Editing
- Early May: Met with Technical Advisor, Capture needed missing scene, Finished Editing
- Mid May: Presentation and Poster session.

#### Challenges:

- Creating the right visuals to execute my concept
- Time efficiency
- Balancing Schedules
- Not enough effort in the Pre-planning stage
- Underestimating the power of cinematography

#### Conclusion:

As an aspiring music video/film director, choreographer and artistic/show/tech director, this project could have not been more of an eye opener. Working full-time and going to school with 3 other classes plus this culmination project has taught how to manage my time while not jeopardizing the quality of work. I learn where my weak and strong points are from working in this project and how to overcome them

#### For the Future:

Add motion graphics as another form of visual language to enhance my artistic vision. Continue to develop my use of cinematography and editing skills to create stronger and better content in my videos.

#### Acknowledgements:

1. Professors Ryoya Terao(Technical Advisor), Mario Trevino, John McCullough IV, Steven A. Olswang and all the professor I had the privilege of learning from.
2. Videographers – Jordy Deleon, Friend/Dancer – Fred Romano

#### Storyboard:

Visualizing a story/concept with no narrative and using just visual and dancing can be difficult to execute. Emphases is placed on pre-planning and time efficiency to create the needed powerful visuals combine with the right camera shots and editing to effectively communicate the concept of gentrification in my culmination video. Here is a basic digital storyboard, showing some visual from my final cut:

