

Prize-Winning Video

Chin Sheng “William” Hsieh

Professor Ryoya Terao informed us in May, 2011, about the Financial Awareness Video Competition sponsored by the Federal Reserve Bank of New York. At that time, we all looked at it and showed interest, but we didn't really do any follow up until Tony Davis from the New York Fed came to talk to us in detail about this great contest.

We were very excited and started to generate ideas as soon as Tony left. The big challenge at that time was, I remember, that the deadline was just two weeks away. We decided to get everybody generating ideas, so two days after Tony spoke to us, Chih Yao Yang, Miguel Valderrama, Ron Hatcher, Professor Terao and I all sat together at the table and started throwing around ideas.

Chih Yao came up with an idea of having a credit card walking a human, just like a human walking a dog. He thought of that because he saw a woman walking her dog in his neighborhood, scolding the dog, so he thought why don't we swap the characters around and let the human be a dog walked by his credit card because he has too much credit card debt. Professor Terao thought that was a great idea, but it would be a challenge to develop and tell a story in just thirty seconds.

During the brainstorming meeting, we came up with the “Godfather” idea, using dialogue between a person overwhelmed by his credit card debt and a crook who charges huge sums of money as a credit card debt consultant. Prof. Terao also wanted to do a music video with a rap song that speaks about credit card awareness for teens and young adults.

Miguel also came up with an idea about a person stacking up his credit cards until they fall over. It's a good image to represent a person racking up too much credit card debt.

I was involved with most of the projects. The “Godfather” idea was named “The Visit” and won third prize in the contest. I also was involved with Miguel's “Card Stacker” idea (later titled “The House of Cards”) and it won fourth prize.

The project I was most involved in was the “It's a Dog's Life” idea, which won second prize. After I heard Chih Yao's initial idea, I started to help develop the story. Time was a big issue because we had to come up with a story, a shot list, find a location, shoot, edit, and edit the sound— in twelve days. At first the story and shot list I thought of didn't come out quite right. I was missing some of the details and on the day of the shoot, we weren't fully prepared. The other challenge was getting all the cast and crew together. The good thing about having just a little

time to prepare, however, was it pushed me to really get things done without procrastinating. Prof. Terao gave us a pep talk, and taught us how to get fully prepared in pre-production. He always said that pre-production is the most important stage.

After the first unsuccessful shoot, Professor Terao got involved and helped make the script flow in a better way. My crew—Chih Yao Yang and Maria Sideris—and I started spending more time on preparation, making costumes and getting the props together. The pre-production took us a huge amount of time and by the time we finished, we only had two days left for shooting and editing. The deadline was on Monday. We shot the video on Saturday and edited the footage on Sunday. The good thing about having a complete and great pre-production was that it made the production and shoot go very smoothly on Saturday.

I worked on this project from pre-production to production to post-production. I helped with the shot lists, making costumes, preparing props, operating the camera, doing the production sound recording, post-production sound editing and composing of the music. I am glad that I was involved in the project, not only because we won second prize in the contest, but I learned a lot and gained a lot of experience.

Second Place Award, 2011 New York City Financial Awareness Video Competition, sponsored by the Federal Reserve Bank of New York

Note: In the 2011 New York City Financial Awareness Video Competition, City Tech students won 1st, 2nd, 3rd and 4th place. "Credit Costs," the 1st prize video was produced by Kenneth Bordes-Hollon; he won \$2000 and his video was aired in local movie theaters as a public service announcement. The 2nd and 3rd prize winners were given a celebratory lunch and vault tour of the Federal Reserve Bank of New York.

Nominating faculty: Professor Ryoya Terao, Department of Entertainment Technology, School of Technology and Design, New York City College of Technology, CUNY.

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