



SCISSOR HANDZ ENTERTAINMENT GROUP

EXECUTIVE SUMMARY Jay Anderson 300 Jay Street Brooklyn

Company

Scissor Handz Entertainment Group is a video entertainment company ran and operated by co-C.E.O's; Hamza Malik and Jay Anderson. S.H.E.G; a 2017 start up company, brings a fresh, new approach to every area of visual media. These entertainment technology majors are using the latest post production software, tricks, and techniques to go along with a gritty New York City edge and sharp eye for detail that will help bring clients wildest visions and creative ideas to fruition.

Overview

Scissor Handz Entertainment Group has plans to develop a hip hop documentary aimed to go in-depth into the culture. Unlike other such documentaries, we plan to go beyond the stage and the cameras and examine questions rarely ask an almost never answered. Fort example, why is rap music considered young peoples music but, it has been around since the 1970's? What happens to rappers over 30 years old? Can they exist in what's considered to be a "young persons" genre? What the difference between a rapper an emcee? What is mumbling rap an is it ruining hip hop? Our documentary help shed some light on these questions and much more.

Mission

DOCUMENTARY: THE D.N.A OF R.A.P

Our mission is to sit down and talk to 3 different groups, with different experiences and wisdom to help answer our questions. The footage will be shot on a Canon T3i with secondary footage being recorded on an iPhone X. A basic lighting kit (key, fill, back, 42" reflector) with a vintage record player with Album covers in the background will set the mood. A lavalier microphone will capture the audio and software programs such as, Adobe Premiere Pro, Adobe After Effects, Adobe Media Encoder and LumaFusion will be used to handle all post production needs. The completed product will be a documentary with information most documentaries avoid. The views for these individuals will be extremely informative and also be as entertaining as it is insightful.

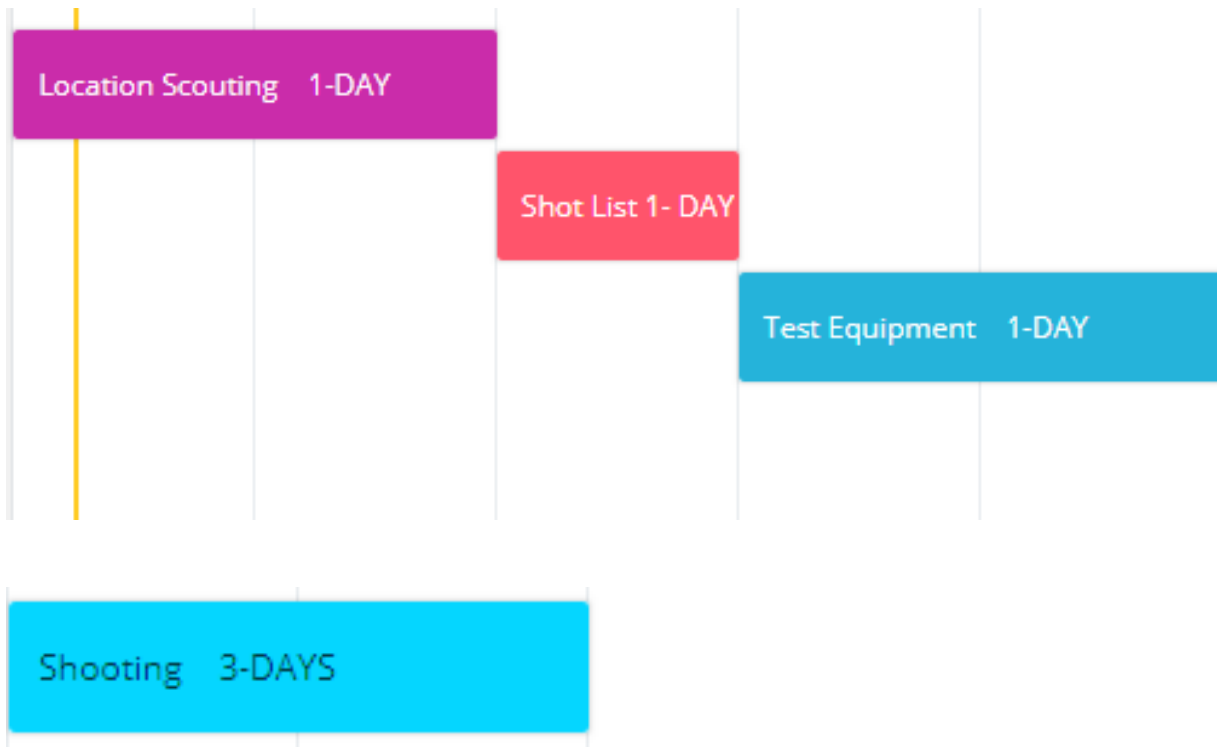
Risk/Opportunities

These particular questions have never been researched & documented, so the perception of the finish product is unknown, however there is also potential opportunities to be made by exploring such questions that could birth a new topic of discussion worth discussing throughout the whole hip hop community.

Success

Success can be achieved if we use our skills learned here at City Tech in Audio and Advanced Video Editing to not only have a product worthy of an A on our culmination project but also some well needed experience to creating many successful video projects in the future.

Calendar Pre- Production



Post Production

The main software for Editing the documentary will be on Avid Media composer. In this software, I will be importing all the footage, audio and creating multiple sequences. I will also use this software to create graphics, lower thirds as well as color correction. I will be using Adobe Premiere and After Effects for adding animated effects.



Equipment

- Canon EOS T3i
- iPhone X
- Adobe Media Encoder
- Adobe Premiere Pro
- Adobe After Effects
- Avid Media Composer 6
- StudioFX H9004SB2 2400W Continuous Photo Lighting Kit
+ Boom Arm
- 42” Neewer Collapsible Multi-Disc Light Reflector with bag
- Julius Studio 6’ x 9’ White Photo Video Studio Fabric
Backdrop
- LaCie Rugged Mini 4TB USB 3.0 Portable Hard Drive
- Active YouTube and Vimeo accounts
- ButterflyPhoto 72” Tripod
- Adjustable Phone Tripod
- Digital Movie Slate

*ALL ABOVE MENTION ITEMS ARE ALREADY OWNED BY PRODUCTION. NO FURTHER PURCHASES WERE NECESSARY.

• Interview Subjects

Interview subjects will be divided into 3 sections; Behind the scenes, Underground Emcees and Independent Hip Hop Executives. Interviews will give insight on where and how hip hop was started, how it's grown through the years and what path do they think hip hop is headed.

BEHIND THE SCENES

- Grozny
- ~~Arty~~ - REPLACED W/ MARCEL
- Jess
- ~~Sebastian~~
- Daniel
- ~~Chris Guzman - Lead Video Technician~~
- ~~Mike~~

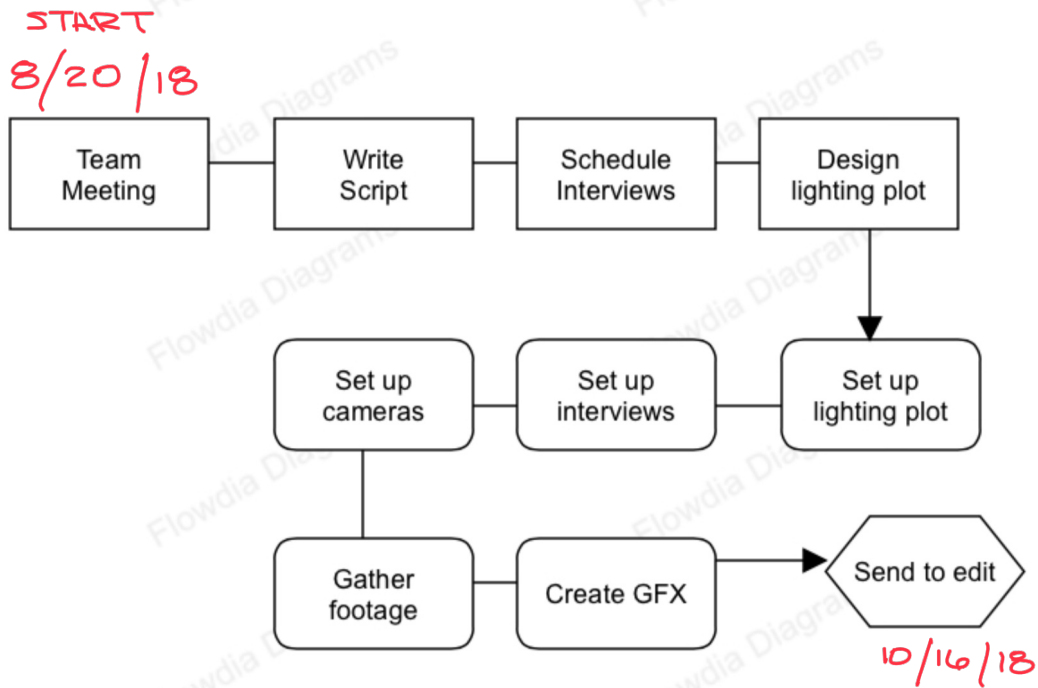
UNDERGROUND EMCEES

- Quan Pennz
- ~~Green~~ - REPLACED W/ FRAZ
- ~~Capital Jay~~ - REPLACED W/ LORD PUZZLE
- ~~Bump~~

INDEPENDENT LABEL OWNERS

- ~~Michael "Voc" Harrison - Tycoon Inc.~~ - REPLACED W/ NATE THE GREAT
- ~~Jason Capital Jay Devore - Joan House Ent.~~ - REPLACED W/ A.R
- ~~Bump Jay Anderson - Dark Liquor Inc.~~ - REPLACED W/ JONESWORLD

WorkFlow/Budget



Budget Estimate			
Equipment	Unit Cost	QTY	Total Cost
Lavalier Microphone	\$15	3	\$45
Cellphone-Recorder	\$0	1	\$0
Avid Media Composer	\$0	1	\$0
Adobe Premiere	\$0	1	\$0
Adobe After-Effects	\$0	1	\$0
Fl-Studio	\$0	1	\$0
Audacity	\$0	1	\$0
Pro-Tools	\$0	1	\$0
Audacity	\$0	1	\$0
Hard-Drive	\$0	1	\$0
Sub-Total			\$45



Conclusion

J. Anderson , Director

In conclusion, we intend to use all the knowledge gathered from our Entertainment Technology Majors in Sound Technology, Advanced Video Editing and Show Systems Integrations to create an exciting and compelling look into topics rarely discussed amongst the masses in the Hip Hop community and beyond. The final product will display a 10-15 minute trailer of different editing styles mixed with our own personal artistic vision to bring forth a documentary that will stand out not only for the in-depth interviews and commentary, but as well as having the shooting and editing style of a professional documentary. This will be followed by a *full length documentary that will expand on the trailer with much more interviews, topics and special guests. A successful project will provide us with the experience and discipline to create many successful video projects in the future.

Both projects will be available to stream via the company's YouTube channel:

YouTube /TheDNAofRAP

TRAILER AVAILABLE NOW!!!!

***FULL DOCUMENTARY AVAILABLE**

JUNE 2019

