



Online Small Businesses - How to Support Them

By: Kelly Arias

Entertainment Technology, NYCCT, Brooklyn New York, 11201

Introduction

During the beginning of the pandemic, I was on social media more than ever. After seeing many posts, I came across many small business's products, and that dove me to look more into these products, and eventually the businesses themselves.

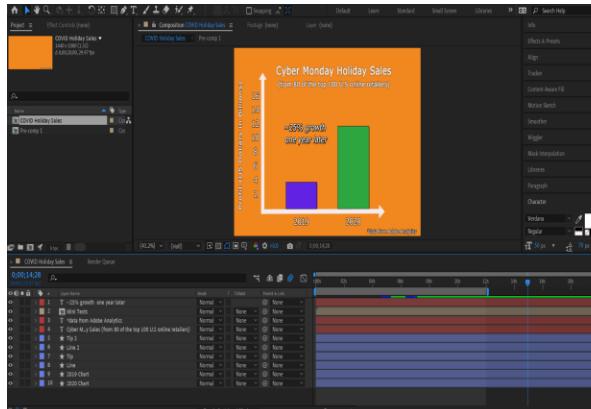
This led me to trying out small business products and knowing that supporting people for their talent and skills made it that much more worth it in the end. As a result, this led me to create a short documentary to shed a light on small online businesses & why we should support business owners

Materials & Methods

1. Reach out to business for interview
2. Research for potential interview questions concerning small businesses
3. Film B-Roll footages
4. Conduct introductory meeting with owner to prep for interview
5. Conduct interview & follow questions
6. Create graphic designs
7. Edit with a coherent storyline

Results

After finally editing down the interview and adding in footages and graphic designs, I'm proud to look back on the project as I achieve my original and main goal of this project: **to showcase the importance of supporting solely online small businesses.**



This is one of the graphs that I created for the video. This graphic took me about 3 hours to create, as my Aftereffects skills were a little rusty, but this project was a great practice.



An example of one of the inperson shots I had to make, including the LED Light and Canon Camera



A screenshot of the premiere pro project for the short documentary. Many video layers had to be created for additional footage and graphics

Conclusion

There have been many challenges to this project, considering that this was one of the toughest semester for me. The lack of motivation took me over at some points, effected some points of the project. Aside from personal conflicts, Premiere Pro had crashed on me many times to a point where the video & audio were not playing whatsoever when it wasn't crashing. I had to call customer service for this problem as I was desperate for an answer. Aside from all those conflicts, I'm proud to produce this short documentary as I feel that I've reached my goal in the message of supporting small online businesses and supporting various talented business owners.

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