



Online Small Businesses - How to Support them

By: Kelly Arias

Introduction

During the beginning of the pandemic, I was on social media more than ever, which led me to discover very few small businesses (solely online on Instagram). As I discovered more & more small businesses, I've found a few that really struck out to me and became more involved in looking into these online businesses & supporting owners for their handcrafted products.

This led me to create a short documentary to shed a light on small online businesses & how we should support online business owners, despite the misconceptions of their products.

The Business: Slybonsai



Slybonsai is a small business that creates their art into products, some most notably enamel pins, bags, jewelry, stationary items, etc. Sly creates art is a strong passion of hers and wants to share it with her audience.



@slybonsai



Methods

- 1.) Reach out to business for interview
- 2.) Research for potential interview questions concerning small online business
- 3.) Film b-roll footages (OTS shot of business' post on IG, CU products, etc.)
- 4.) Conduct introductory meeting with owner to prep for interview
- 5.) Have interview & follow interview questions
- 6.) Create graphic designs (such as lower thirds, informational research, etc.)
- 7.) Edit with a coherent story line, have additional footage correspond with dialogue

Required Resources:

For this project, I've software's such as Adobe Premiere Pro, Aftereffects, and photoshop (primarily Premiere Pro & After Effects). I'm going to be using Aftereffects for graphics such as lower thirds, using it on graphs that compare how online businesses are doing each year, etc. This definitely tested my skills into Aftereffects, I've used Aftereffects and understand the basics of it, but this will really push what I learned and take it into another level.

Editing the 30+ minute interview down to about 8 minutes is tougher than you think, considering that the interview was done on Zoom, and can't really depend on other shots compared to an in-person interview. It was definitely a challenge of how to edit a story within the interview.

Timeline

<i>Description</i>	<i>Start Date</i>	<i>End Date</i>	<i>Days</i>
Interview	March 27th	March 27th	1
Cutting Down Footage	April 1st	April 7th	7
Creating Graphics	April 12th	April 26rd	14
Additional Footages (B Roll, screenshots)	April 14th	April 20th	6
Technical Advisor Meeting (Final Meeting)	April 27th	April 27th	1
Finding Music/Audio for background (edit audio)	May 1st	May 6th	6

Challenges

One of the main things that tested me was that I overestimated myself, I feel like I looked at this project from a general view and thought that I could do this by myself, but it didn't come out to my full expectation, which is okay, but I'm still happy with what it is right now.

I was also probably my toughest semester, aside from all the classes I'm taking, I feel like I've been really unmotivated and discouraged, which affected my take on editing and the outcome.

As for technical errors, I feel like I could've done more for graphic designs. I'm really proud of what I created for graphic designs already. As for editing on Premiere, it was really tough as to how to go with editing an interview that is online. Although it seems easier, when editing it's a lot harder than expected.

There was a point where Premiere Pro kept crashing and not playing any videos or audio, no matter how much I changed the settings. This really made me feel anxious as this happened last Tuesday and thought I lost my entire project as I was near the end.

Overall

In the end, I feel good when I look back on the project. My main goal was to showcase how important it is to support solely *online* small businesses, and what it means to support handmade products and supporting people for their skills.

The only other things I would add later in this project is footages from Sly, as she is very busy now, I would have to wait for those footages later. Not only that, I feel like I should add more graphics which could help connect with the documentary.

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