**Online Small Businesses – How to Support Them  
 by Kelly Arias**   
  
  
  
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**Project Description**

Objective: The objective for this project is to create a documentary clearing up some misconceptions about buying from online small businesses, for example, whether a product that you physically cannot see in person lives up to the quality as expected. To show this, I would like to interview an online small business and share their experience of how they interact with customers and potential new customers and what their strategies are and how we can help support them. I would like to interview an online small business that creates products based on their art and creativity.

Research: For this, I would have to research online, whether it be on social media, their websites, Etsy, etc. Aside from looking for businesses, I would have to research how online small businesses differ from in-person businesses and how COVID is also affecting their business.

Product: The end result that I would expect from this project would be to create a documentary with a team and release it on YouTube (or other platforms) to raise support of local businesses. I will also gain a lot of experience with filming/editing.

Event: To prepare for this project, I plan on filming online (like zoom), and possibly film b-roll footages of the products of this certain business themselves. Filming during COVID is such a tricky time, but there could be some filming in person for b-roll.

Design: I would like to include informational graphics. Since the interview will be online, this could really test me on graphic/motion design, such as using the technique of lower-thirds, graphs, etc.

**Methods/Calendar**  
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| --- | --- |
| *Date* | *Description* |
| Jan 27 | Reach out to small business whether they would like to participate |
| Feb 5 – 10 | Prepare getting equipment & test |
| Feb 18 | First meeting with Technical Advisor |
| Feb 20 – 25 | Research information on online small businesses & create potential interview questions |
| Feb 28 – Mar 9 | Film B-Roll footages |
| Mar 20 | Introductory meeting with business owner (explain more in depth about project) |
| Mar 22 – 25 | Look over interview questions/make sure all information is correct |
| Mar 27 | Conduct interview |
| Apr 1 – 7 | Cutting down footages (create assembly) |
| Apr 12 - 26 | Create graphics |
| Apr 14 – 20 | Film additional footages |
| Apr 27 | Final meeting with Technical Advisor |
| May 1 – 6 | Find Music/Audio for background; editing audio from interview |
| May 7 – 10 | Make adjustments, touch up on any mistakes, etc. |
| May 11 | Presentation |

**REQUIRED RESOURCES**

For this project, I’m going to be using software's such as Adobe Premiere Pro, Aftereffects, and possibly photoshop. But those two are the main programs that I will be using. 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 and how they compare, graphics of social media and ways of how we can support a business, etc. This would definitely push 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.  
  
Another factor is that I’m going to be filming additional B-roll footages when the interview will take place. An example of this would be while I’m actually filming the interview on Zoom, I would have an additional camera beside me, capturing the interview from a different perspective and to make it feel more of a documentary and break out of the Zoom interview call. Another way that my tech advisor recommended was to film a shot of someone on their phone scrolling through their feed and stopping on the business. One more example would be to film a video (which the business has already done), of how the owner of the business is drawing their art, then the art comes to life into an actual physical product. Although these shots may sound simple, this is going to test how I am prepared to film in a certain perspective and test my capabilities on the camera’s function.   
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
 **DELIVERABLES**  
  
  
• Completed Short Documentary   
• Piece for my portfolio   
• Videos/Photos archive from business   
• Online research saved

**Equipment/Materials**   
  
• Laptop   
• Camera   
• Tripod   
• SD Cards   
• Batteries for Cameras   
• Ring Light   
• Documents   
• Interview Questions   
• Microphone Systems/Softwares:   
• Adobe Creative Cloud (Premiere Pro & AfterEffects)   
• Google Suite (Doc & Excel)   
• Zoom   
• Outlook   
• Microsoft Word  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
 **Budget**

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| --- | --- | --- |
| *Equipment* | *Notes* | *Cost* |
| HP Envy x360 Laptop | Personal Laptop | $0.00 |
| Adobe Creative Suite | Free Student Licence provided by CUNY | $19.99 |
| Zoom | For meeting with business owners online & meeting with technical advisor | $0.00 |
| Steel Series Headphones | Personal equipment | $0.00 |
| Canon T6 DSLR Camera | Included with 18-55mm Lens | $399.00 |
| SD Card (64 GB) | For Camera | $19.95 |
| SD Card Reader | To transfer all videos/photos to edit | $24.99 |
| Tripod | To film b-rolls & any additional footages | $29.99 |
| RGB Light Portable LED Panel | Light for online interview, with accessories | $69.99 |
|  | **TOTAL COST:** | **$563.91** |

**Project Agreement**  
  
  
  
Text, letter

Description automatically generated