

New Pet Owners was the first video that I had made in which I had full control of. I was the director, script writer, editor, camera operator and I looked for the best places to shoot. I have learned a lot from making this video and saw first hand the importance of planning before anything. Project management class prepares students in what to think about before projects and even with as much planning it doesn't always work out the way you want it to. One challenge I had was trying to expose the video correctly without an ND filter for the sun. I worked around it by bringing up the F stop for the image to not get overexposed.

The subject was one that I have always had an interest in and because of that I caught myself many times wanting to keep adding more and more information on the topic, which made it seem less connected to the audience and me trying to throw as much information as I can. Professor Terao helped me in realizing to not sound too much like a lecture but go with a more personal approach by sharing my own experience of owning a dog and the things I went through. This made me realize that connecting with the audience is just as important as my talking about the topic. With the goal of my video, being sending a message of knowing the true responsibility of owning a dog, I needed to do that by connecting with the audience.

Although Avid and Premiere and most softwares are similar, I still needed to learn how to set it up to better suit me and my editing style. Organization of files is key when making a video and my past editing classes with Professor Trevino has taught me that. I also adjusted audio levels to make them as leveled as possible. This is a project I wish anyone can see, even those who are not looking for a dog now so that they can see the effort needed for owning a dog. One common issue is people realizing too late, causing a negative outcome for a dog and If I can stop one person from putting a dog in the shelter from my video, my culmination project worked.