

(APoNY) A Part of New York:  
Brooklyn/Manhattan Bridge and Attractions:  
Final Video Proposal

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## **Abstract**

This project explores the creation of a professional-quality entertainment video using consumer-grade equipment, specifically a Samsung phone, to document the attractions and activities in the neighborhoods of Dumbo and Brooklyn Heights, Brooklyn, NY. The video will target tourists, providing insights into key landmarks, transportation options, and costs associated with visiting these areas. The methodology includes comprehensive pre-production planning, on-site filming, professional voice-over recordings, and post-production editing using Adobe Premiere Pro. Motion graphics, titles, and transitions will be integrated to ensure the final product meets professional standards. Additionally, AI tools will be explored for music generation to enhance the video's atmosphere. The project emphasizes how to achieve high-quality results with accessible tools and equipment, overcoming common technical challenges associated with consumer devices. Upon completion, the video will be uploaded to YouTube, and the process will be thoroughly documented to reflect the lessons learned and skills gained in producing professional-quality content with limited resources.

## **Project Overview:**

For my culmination project, I propose to create a documentary video that showcases the attractions, activities, and useful information located in Dumbo and Brooklyn Heights, Brooklyn, NY. The video will highlight key spots around the Brooklyn and Manhattan Bridges, while also providing details about transportation options, costs, and what people can expect to experience when visiting these neighborhoods.

## **Inspiration:**

Over the past two years at City Tech, I have frequently visited these neighborhoods and have always been captivated by the variety of things to see and do. My personal connection to the area has inspired me to create this video to help tourists explore these neighborhoods in depth and share my passion for the unique blend of history and activities these locations offer.

## **Project Scope and Objectives:**

By the end of this project, I will produce a fully edited video, uploaded to my YouTube channel, that features footage of the bridges, attractions, and my commentary on these locations. Along with the final product, I will document the entire process, detailing how I used consumer-grade equipment like a Samsung phone to create professional-quality video content.

# Timeline

## Pre-Production (August 30th - September 11th):

1. **Concept Planning & Research:**
  - I will begin by researching both Dumbo and Brooklyn Heights to identify key attractions and local spots. This includes transportation options, tourist activities, restaurants, and art installations.
  - I will create an outline for the video's structure, which will guide the overall narrative, determining how the different locations and activities are presented.
  - Experiments with video transitions will be conducted during this stage to plan smooth visual and thematic transitions between sections of the video.
2. **Storyboard Creation:**
  - I will create a detailed storyboard to visualize the sequence of shots for each location. This will help ensure that all necessary footage is captured during filming and will provide a roadmap for the editing process.
3. **Shot List & Schedule:**
  - I will develop a shot list that includes specific camera angles and perspectives needed for each location. This will ensure flexibility during editing, as I'll have a variety of footage to work with.
  - A shooting schedule will be developed based on weather conditions, lighting, and tourist activity to optimize shooting efficiency.
4. **Technology Research & Voice-over Preparation:**
  - I will research appropriate Samsung apps to enhance video quality, such as FiLMiC Pro, and test microphones and voice-over recording setups.
  - I will prepare a script for the voice-over, deciding whether it will be recorded on-site or during post-production, based on early tests.

## Production (September 11th - October 11th):

1. **Filming in Dumbo:**
  - I will film key attractions such as the Brooklyn Bridge, Empire Stores, and Jane's Carousel. Multiple takes will be recorded from different angles, including additional B-roll footage for cutaways.
  - The use of tripods and stabilizers will be explored to enhance the video quality and reduce any shakiness from handheld recording.
2. **Filming in Brooklyn Heights:**
  - In Brooklyn Heights, I will film historic landmarks and scenic views from the Promenade, capturing alternative perspectives of the Brooklyn and Manhattan Bridges.
  - I will capture footage of various neighborhood attractions, ensuring coverage of both well-known spots and hidden gems.
3. **Voice-over Recording:**
  - The voice-over will be recorded in a professional studio using a high-quality microphone. This will ensure clarity and professional sound for the narration, which will guide viewers through the video and provide context for each location.
4. **Backup & Organization:**
  - After each filming session, all footage will be backed up and organized by location and shot type to ensure smooth post-production workflows.

## Post-Production (October 11th - November 11th):

### 1. Rough Cut Editing:

- I will start editing the video in Adobe Premiere Pro, focusing on assembling the footage in the order dictated by the storyboard. Voice-over will be synced with the footage to ensure a cohesive narrative.
- Transitions between scenes will be refined, and any color corrections or visual enhancements will be made to improve video clarity and flow.

### 2. Music Acquisition & Underscore:

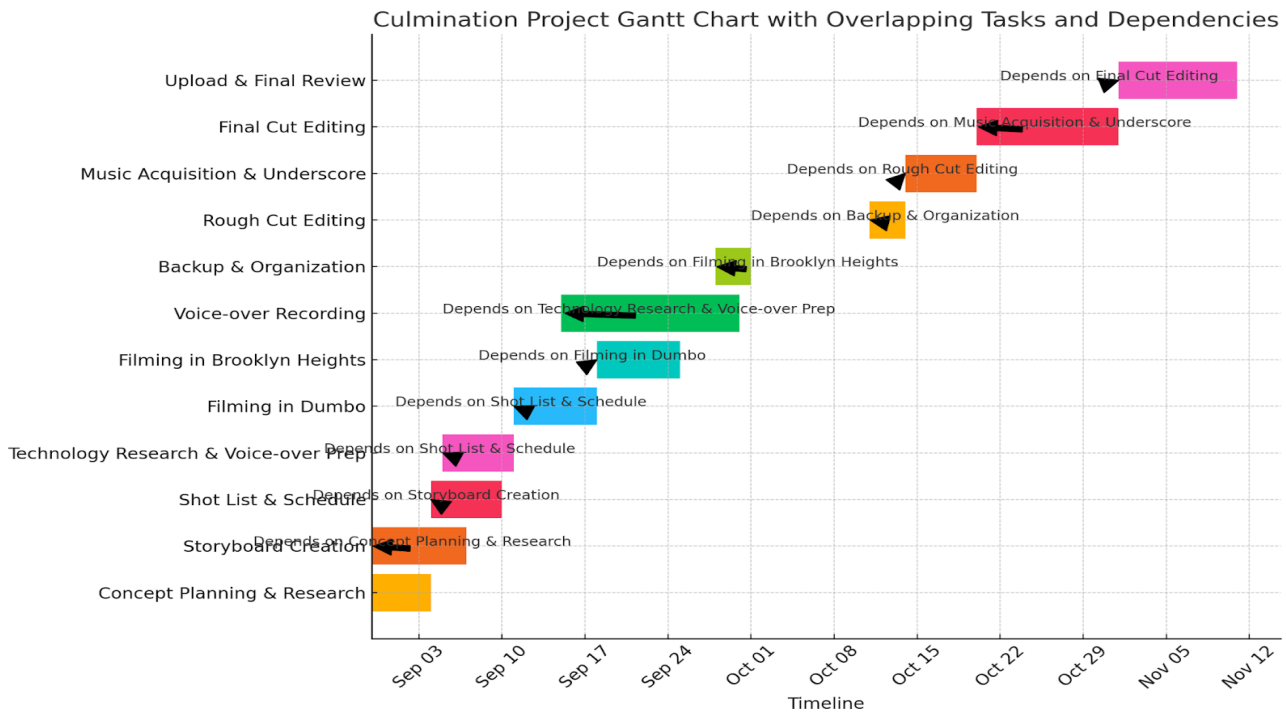
- I will explore AI-generated music platforms such as AIVA or use royalty-free music for the video's underscoring. The music will enhance the mood of the video without overshadowing the voice-over.

### 3. Final Cut Editing:

- After receiving feedback from advisors, I will refine the rough cut into a final version, improving transitions, adjusting sound levels, and making final tweaks to the narrative pacing.
- I will add motion graphics, such as animated map overlays or text transitions, to ensure smooth narrative flow and professional-quality presentation.

### 4. Upload & Final Review:

- The final video will be uploaded to my YouTube channel, and I will document the entire process, from concept planning to post-production, to reflect on the challenges and solutions encountered.



## Motion Graphics, Titles, and Credits:

### Motion Graphics:

- **Intro Sequence:** I will design an intro that incorporates motion graphics, introducing Dumbo and Brooklyn Heights. These graphics will ensure a professional-quality appearance, using simple animations that complement the footage.
- **Transitions:** Motion graphics will be used for transitions between segments, such as animated text or maps that smoothly guide viewers through different locations.
- **Lower Thirds:** Simple lower-thirds will be included to introduce key locations, with clear, readable text that complements the video's style.

### Titles:

- The video's title will be featured in the intro, with clean typography that reads "Exploring Dumbo & Brooklyn Heights: A Tourist's Guide."

### Credits:

- **Credits Roll:** I will include credits at the end of the video, acknowledging any borrowed equipment, AI-generated music platforms, and contributors. This will be simple and readable, matching the overall tone of the video.
- **Acknowledgments:** Credits will also include thanks to my advisors and those who helped guide the project.

## Intro and Outro:

### Intro:

The video will open with a brief introduction that sets the tone for the viewer, guiding them into the video. The Samsung phone will be used to capture high-quality footage, while I will explore techniques to ensure professional-quality results. The intro will introduce the subject matter and the neighborhoods being explored, supported by clear narration.

### Outro:

In the closing sequence, I will wrap up the video by summarizing the highlights of Dumbo and Brooklyn Heights and providing practical tips for tourists. The credits will then follow, rolling over a final shot of the neighborhood's scenic views.

## Inventory List:

<b>Item</b>	<b>Description</b>
<b>Samsung (Primary Camera)</b>	A Samsung will be used for all recording, with a focus on using built-in stabilization features and third-party apps to enhance video quality.
<b>Tripod</b>	A tripod will be used to stabilize shots and improve the overall video quality.
<b>Professional Microphone</b>	Voice-over recordings will be captured in a studio space using a professional microphone for clarity and professional-quality sound.
<b>Selfie Stick</b>	This will be used for mobile shots, providing smoother movement and better control over camera angles.
<b>Adobe Premiere Pro</b>	I will use Adobe Premiere Pro for all video editing, including integrating voice-over, music, and motion graphics.
<b>Third-party Samsung Apps</b>	I will explore apps like FiLMiC Pro or Camera+ to adjust camera settings, improving Samsung's ability to capture professional-quality footage.
<b>AI Music Generation Tools</b>	AI tools like AIVA will be explored for generating custom underscoring, or royalty-free music will be used as an alternative.

## Deliverables

Deliverable	Description
<b>Storyboard</b>	A detailed visual outline of the entire video, mapping out the sequence of shots for each location.
<b>Shot List</b>	A comprehensive list of all planned shots, including specific angles, perspectives, and footage needed.
<b>Shooting Schedule</b>	A detailed timeline for the filming process, considering weather, lighting, and time at each location.
<b>Voice-over Script</b>	A finalized script providing clear explanations and context for the video.
<b>Raw Footage</b>	Complete recordings of all scenes in Dumbo and Brooklyn Heights, including multiple takes and B-roll.
<b>Voice-over Recording</b>	High-quality voice-over recorded in a studio, synchronized with video content.
<b>Backup and Organization</b>	A well-organized collection of video and audio files for smooth post-production.
<b>Rough Cut of the Video</b>	An initial edited version of the video integrating footage, voice-over, and basic transitions.
<b>Music Underscore</b>	Custom AI-generated or royalty-free music integrated to enhance the video's atmosphere.
<b>Motion Graphics &amp; Transitions</b>	Professional-quality motion graphics and transitions ensuring smooth flow.
<b>Final Cut of the Video</b>	Fully edited, final version of the video with all necessary corrections and adjustments.
<b>YouTube Upload</b>	Final video uploaded to YouTube with a proper description and attributions.
<b>Process Documentation</b>	A comprehensive report documenting the entire production process.
<b>Credits Roll</b>	Acknowledgment of contributors, tools, and any other required credits.
<b>Final Presentation &amp; Reflection</b>	Presentation of the completed project, reflecting on lessons learned and challenges faced.

## **Assessment:**

This project will be assessed on the following components

1. **Video Quality:**
  - How well I manage to produce professional-quality content using a Samsung phone. This includes stability, lighting, and clarity of the footage.
2. **Narrative and Content Flow:**
  - The story arc and how well the video guides viewers through the locations.
3. **Motion Graphics and Titles:**
  - The effectiveness of the motion graphics, titles, and transitions in adding polish to the video.
4. **Sound Quality:**
  - The clarity of the voice-over, integration of music, and overall audio quality.
5. **Process Documentation:**
  - Thorough documentation of my process, including the challenges and solutions of using consumer-grade equipment.
6. **Reflection and Learning:**
  - The project will be evaluated based on my reflection on what I learned throughout the process, including new skills in video production and editing.