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Culmination proposal

Ent- 4499

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 In my time at the New York College of Technology, I have learned a lot over the years especially about video worked on editing pre and post production .I have even worked on a set at my internship at Video-Graf working and shooting live shows. Also in my technical production class got to practice and get the feeling of how it feels to be in a video crew going out and shooting interviews and editing the footage back in class, but I feel like I don’t have enough practice experience with cameras and editing especially on avid yet. For my culmination project I would like to put my skills to the test by being the director and editor of a documentary called “it's more than just sneakers”. It’s going to be a documentary talking about the stock market but for sneakers for those who aren’t really aware on what’s going on and how it works and that anyone can make extra money just selling sneakers.

 Being the technical director for a production would let me practice being a crew head and practice my budgeting, editing, communication, management skills as well as give me real experience working with a crew of my own for a big production like this. To solve production problems as they come up during rehearsal and interviews.

 The name of my documentary video will be called “it's more than sneakers”. Im planning on editing the video on avid just because I have used avid for the past year and took a liking to it due to it being so complicated makes me eager to learn how to use it more. Also its mostly used in the professional field then premiere pro. The only part I feel like I will struggle about avid is that I haven’t used it in a whole semester so i’m going to have to reteach myself everything and look at my notes to remind myself how to do curtain things and effects. Camera wise I will be shooting on a Sony A6100. I will be using a Tripod which I will borrow from the school. A slate that I'm going to get from amazon . The trip pod will be a very import part for the interview part of the project but for all the B roll it will be shot without a tripod. Most of the interviews will be taken place outside in the natural lighting just to get that sense of street culture with the graffiti on the walls etc. The rest will be shot indoors either in the persons room or in a public place maybe like a cafe. As I'm doing the interview I will either be using the shotgun microphone that will be attached to my camera or I will have a lavaliere mic on the person I'm interviewing to get a clear audio from them. I will also be using my friends drone to get B roll of the city and the big lines of people waiting on lines for sneakers. For the interview I'm planning on interviewing someone from Stock X, footlocker , a reseller, a sneaker YouTuber and the owner of urban necessities.

 The way I plan on shooting the documentary is like on a pyramid base what I mean by that is just like how the food pyramid is with different levels going up thats how I plan on describing the whole sneaker market for the audience to get a better understanding. Also just like that I will make it easy to introduce each person I interview because all 5 people I'm planning on interviewing cover a part of what I call “sneaker pyramid”. The base for the pyramid will be a footlocker/ retailer which is where everyone gets their sneakers for retail price. Going up the pyramid splits you will have 2 types of customers: the regular ones that want to wear the sneaker to wear and the resellers the person who is going to buy them for retail and sell them for a higher price to make profit. The next category is content creator/ influencer. We live in a society where people are always on social media. To the point that videos of a product could even help a consumer end up buying it. So interviewing him will show the social aspect of that because they're 2 in one they're a regular customer and a reseller they do what they have to do to help their followers. Then at the top of the pyramid is what I call “the goal” because everyone wants to be their own boss so I'm planning on interviewing a man by the name of Jay and I want him to tell me his story on how sneakers changed his life because I know part of his story is that he was homeless at some point and if it wasn’t for reselling sneakers he wouldn’t overcome that challenge and become the owner of 3 stores in the united states alone.

 For this documentary project I will need a few things. I need an iMac which I just bought to have something powerful to edit on especially when it comes to using avid. A Sony 6100 camera with an external shotgun mic. Also a SD card as many as possible like around 2 or 3 just in case I lose one or run out of storage. A hard drive to be able to take my project and work on it on different computers especially when I make a copy of the file and give it to the video editor in my crew to edit it. More than 2-3 batteries and a battery charger that plugs in the wall for the camera because I will be shooting for long hours. A slate when I start shooting each interview to make it easier to edit the sound and audio. Ultra Bright LED Video Light that I could get off of Amazon to get good lighting for the indoor interviews. An amazon prime account because I need the materials as soon as possible if I'm missing anything at the last minute. An Avid account to edit the final draft of the project. My 5 actors who I am going to interview for the documentary. Also a tripod that I'm planning on getting from the school. I might also need a lavalier microphone deepening on if the sound doesn’t sound clear enough on the shotgun mic that I will have mounted on the camera. A script of questions I plan to ask the people I'm interviewing. Each interview will be about 15 mins long and when I edit it I will make it shorter and mix the interview clips all over with the B roll. I'm planning on asking a mixture of different questions depending on the person. I will also be using my friend's drone to get a B roll of the Brooklyn area and the city I won’t fly it to high because it's illegal to fly drones in the city. So I might just fly it around all the way uptown instead of downtown in the city. A metro card will be needed to get me from point A to B. I might even buy lunch for the people I interview as a thank you for taking their time out of their day to let me interview them. I’m planning on spending more than 80 hours on shooting alone. I will also have a friend to let me know when there will be big releases on sneakers that are in high demand or a restock so I could get footage of the lines. That same friend is also going to Chicago because that's where the all star game is taking place this year and there will be many releases that’s only exclusive to Chicago. I can’t personally go because of class but he will get some footage and send it to me to add to my documentary. I'm planning on working on collecting as much footage as possible within the months of February to March and if I need any last min shots I could do that in April but, April and May will be all dedicated for editing.

 I have already gotten a few shots like just for B roll but I'm officially planning on shooting on Tuesday Jan 28. I will work on this project everyday collecting footage before and after class even if it's just a few clips. Then I will dump all the footage on top my iMac to have room for more footage. The B roll is easy to get the only thing i need to worry about is the interviews. I need to do 5 interviews each one 15-20 mins to give me enough to work with and I'm planning on doing 2 interviews a week starting February 5th. my goal is to finish with the interviews by feb and all the time I'm not shooting interviews I'm going to be getting B roll or if something goes wrong reshooting the interview. The only challenge I'm facing right now that I have one person that I want to interview which is the owner of a store but he travels a lot. So I need to see what day works for him and maybe even interview him first just to get it out of the way. Also I need to do my research to see which shoes will be coming out for the first few months. Especially because February is honesty the biggest month of sneaker release just due to the all star game going on.

 Required Resources

-SD card (2)

-camera Sony A6100

- camera lens

-tri pod

-slate

-shot gun mic

-amazon prime account

-avid account

-Ultra Bright LED Video Light

* metro card
* actors
* audio persion
* Assistant camera person
* editor
* hard drive
* camera battery
* wall camera battery charger
* iMac

Budget

IMac - $1,359.85

camera- $838.32

extra shot gun mic - $21.75

avid- $22 (a month)

amazon prime- $12 (a month)

metro card- $33 (weekly)

ultra LED video light- $14.10

SD card 128G - $60

SD card 32g- $15.99

double AA battery- $3

Tri pod -$0 (I'm going to get it from the school)

slate- $0 (I'm going to borrow it from a friend)

flying drone- $0 ( I'm going to brow it from a friend )

 I'm excited to work on this documentary because sneakers have always been a passion of mine and I love to talk about them with people who just look at them as regular trainers. Making this documentary will open the eyes of those who aren’t well informed about how it all works. Also it lets me take advantage of all the connections I have and make something about it and helps me practice my technical skills if it's either behind the camera, interviewing skills, time management and most importantly my editing skills.