Rafael Miranda

ENT 4499

Professor Tony G.

May 10, 2020

  ***Its more than sneakers***

 When I started this project I knew it was going to be a challenge. However, I thought it was going to be easy at the same time. I just needed to devote a lot of time and effort to finish it up. After finally being able to complete my short documentary film I feel like I have never struggled so much on a project in my life. The amount of challenges I had to overcome were ridiculous and time spent on this project was pretty long. I started planning for this project in spring 2019 but my ideas kept shifting. I know I wanted to do something with sneakers but I didn’t know what exactly. I went from the history of sneakers, how sneakers changed the fashion world to finally coming to a final idea of the resell market of sneakers explaining how it works in the point of view. Where I interview 5 people, a footlocker employee, a reseller who buys shoes for cheap and sells shoes for a higher price. An influencer with 3.2k subscribers who reviews shoes and convenes people if they should pay the high prices for these shoes or not. An associate from stock x which is a 3rd party company which sells and buys shoes where a lot of people take their shoes and get cash for them. And the final one is the entrepreneur with an amazing back story about how he started From nothing to being the CEO of a 4 million dollar company.

 I feel like I know so many people in the sneaker industry. I had to sit down and think about who I interview because I didn’t want to interview so many people to the point that it confuses the audience. Due to explaining how the market for sneakers works could be confusing for those who are not aware. I officially started asking people if I could interview them in November 2019 because at this point I didn’t know who to interview but I knew I wanted to interview a footlocker employee and a reseller so I started from there. After I finally got the people the last person I was going to interview was the worker from stock x however, my friend Johnathan told me about this man who was an entrepreneur and he told me about his back story and I saw that guy all over YouTube. The down side was that he lived in Vegas but Johnatan keep telling me how he was having a pop up in NYC later that month so in spring of 2019 I met the guy at the grand opening and I asked him in spring 2020 can I interview you for this short documentary project I was doing and he said yeah so I would show my face a few times until he time came in February 2020.

 When I officially started to shoot in December 2029 I bought a Sony 6000 and I was just collecting B-roll at that moment, it wasn’t until I tried to look over my footage and I saw that on the Sony 6000 I couldn’t rewatch my footage shot which I found really weird. I thought the camera was messed up because I bought it off my cousin but I did my research and that's normal for the Sony 6000. to rewatch the footage you had to connect the camera to the computer and watch it from there which I found so annoying. I personally feel I didn’t do my research at all about cameras just saw it was a Sony and and cousin gave it to me for a good price and bought it. So before I even started getting my interviews I did my research on cameras and bought the Sony 6100. Which was a huge improvement from the Sony 6000 because it was meant for vlogging and would shoot in 4k compared to the 6000 it only shot in 1080p. Most importantly I was able to rewatch the footage I shot on the camera.

 To start off I thought getting 5 interviews was going to be so easy, I even planned on maybe all 5 within a week and half but, peoples schedules were a huge issue. I even had my friend be my camera assistant so that I could get 2 angles for each interview but, she was only available every weekday after 3 and when I started shooting my short film it was daylight savings so after 3pm it would start getting dark. My idea was to get most of my interviews outside to get the environment setting with the graffiti to get an urban feel. The first interview went well. I interviewed the influencer. The only issue I had was that we shot the interview in his room and his room was so small I couldn’t get a good angel to put a 2nd camera. Also it was my first time actually using the new Sony 6100 so I had to ask him for help to just set up my own camera.

 The 2nd interview was with the entrepreneur and my camera assistant was there to help me. We went the day before and spoke to him and he told us to come the next day. I was a little nervous because I didn't know him personally and he was a little awkward. So my camera assistant was behind the camera making sure me and the subject stayed in the frame. I was trying to set up fast because I didn't want to make the interviewer to wait because he's a very busy person but everything went good. After we were done we packed up and left and I didn't check on the footage. Until I was in class trying to show my footage to a classmate and I saw the footage that we shot of the 2nd interview was shot in slow motion. I started to panic because the entrepreneur is always traveling all over the world so I had no idea when the next time he would be in NYC. I even tried to see if I could speed up the footage x4 to make it be normal but, due it being shot in slow motion there was no audio at all. I had no choice but to reshoot the whole interview again. The next day I went to his store to see if he was there but he had just flown out to London. So for the past 2 weeks I would go to his store looking for him to ask if we could reshoot and each day he was never there until I just stopped by one day and he was there and he said we can reshoot tomorrow which was Sunday. I had to reshoot it alone because my camera assistant couldn’t make it and it was hard because I was in front of the camera with the subject so if i had moved out the frame I wouldn’t know. However it went better than the first time he spoke more and went into details for each question and he seemed less awkward and I checked my footage before leaving.

 For the 3rd interview we had to reschedule it 3 times first for the weather it started to rain and I was trying to look for a place  indoors to shoot when I found one the background was really ugly so I just decided to reschedule it another day. The 2nd was because they called him into work early and by the time he would get out it would be dark so we pushed it for another day. When we finally shot it we shot it at  Madison park there were a few issues such as background noises. As people would walk by the camera the microphone would pick up on their conversations and even some of the traffic sounds behind the camera. Did 2 takes just to have more to work with and on the 1st take you see the sun move fast in the shot from the subject being in the shadow to being lit up. Another issue I had was I felt the subject was being too dry like not showing too much emotion. He seemed really camera shy. When it comes to the editing process I'm going to have to see how I make his shows as interesting as possible.

 The 4th interview was the reseller. I had 2 people in mind but both of them were busy until one day one of them texted me randomly telling me if I wanted the interview to go meet him downtown so I did. When I got there he was acting unprofessional I wanted to record outside but he wanted to record inside his friends sneaker store and it was really loud in there. In the back of his store was a restaurant to so even if they turned off the music in his friends store part the restaurant music would still get picked up but he mic. He was extremely shy to be on the camera so I offered to join him in front of the camera but he said no that he wanted his friend the owner of the store in the camera. Which I didn’t like the idea at all but I didn’t want to be rude also the placement of the camera was on a ramp so that made the shot look a little unbalanced. Then half away into the interview the original person I wanted to interview he gets his other friend to be in the video and then they start talking about reselling clothing instead of sneakers. I later decided to just use his footage as B-Roll because it was just horrible to even use.

 Then I just kept in contact with the 2nd reseller I had in mind and on march 14 we ended up picking a day to shoot and I got my assistant to help. We went to soho and even though it got dark and I didn’t want to shoot any of my interviews at night time we sat next to a store that gave off a lot of good lighting. This was the first interview where I thought of the idea to use 2 cameras instead of 1. So I set up the Sony 6100 camera to get a wide shot of me and the person I'm interviewing with a shotgun mic on the tripod with an ultra LED light to give a little more light to the subject. While my camera assistant held the camera with her hands the whole time to get a close up shot of the subjects face. That idea worked out perfect and in my opinion made that interview really interesting to watch and edit between the different cameras. The only issue was that the streets in soho have bricks so when cars or bikes would pass by you would hear them on the camera.

 The 5th interview I never got to shoot due to COVID-19 however, after things open up in NYC I plan on getting that footage of the associate who works at stock x and working on improving this short film in the summer. Also I was collecting B-Roll everyday I would have my Camera on me and just or all around the city getting footage even if its 1 or 2 shots. Another annoying thing that I had much issues with was with waking up early to get B-roll of lines for big releases due to every weekend a different shoe would come out.

 When it came to the editing process I was not planning on doing all the editing. I was planning on just doing the first 2 mins and I was going to let 2 other people in my crew do the rest. However I was planning on editing on AVID because it's more professional and I wanted to improve my skills but due to me technical issues the latest update of AVID wasn’t compatible with my most updated MacOS Catalina. I called avid and they said I had to downgrade my MacOS for I can use AVID on it. So I tried that and I was on the phone with Apple for 4 hours trying to do the downgrade and I just gave up. Later decided just to use premiere pro to get the job done. I personally always liked editing and I have edited up to 5 mins of video before however, this was the first time I ever edited something longer than 5 mins so that was one of the challenges trying to tell a story within 10 mins that made senses to the audience with so much information to take in and visuals that wouldn’t get the audience bored. Due to me using premiere pro the 2 people who were originally going to help me edit couldn’t because they didn’t know how to use premiere pro either did I so I had to teach my self how to work it and due to COVID-19 it made it hard to meet up so that they could get the footage from the hard drive. Another small issue I was having due to me not formatting my SD card when I bought it for some reason I couldn’t get some footage from it to back it up on my hard drive when I would plug it to the SD port on my iMac. So I had to go ask around who has a MacBook with a SD port because that is what I did in school and it would work. However due to COVID 19 I couldn’t do that.

 After all those challenges I was able to overcome and get the final product I wanted but with the feedback I get I will improve this short film documentary and make it better especially when I get that last interview I need even if I need to do it virtually if thats my last resort. My goal is to complete this short film this summer and to post it on YouTube and use it to get a job at complex working behind the scenes as an editor or camera work. Which is an entertainment media company that talk about sneakers and fashion. If I could Get a job with them that would be my 2 passions camera work and sneakers in one.