

This Project will be titled: The People of 276: Persevering Through Generations

I am requesting a grant of \$3,000 to aid with the project. This award will support me by enabling me access to a camera, and all of the equipment for video creation. This includes extra batteries, SD memory cards, Wind muffs, Led panels, Lapel microphones, camera travel, a variety of lens, cleaning kit, and adapters

For my proposed project, I plan to create an experimental video art project/ docu-series that focuses on the sense of community within my poverty-stricken, small, southern hometown of Martinsville, Virginia. My hometown is the type of community where families settle there and never move away; therefore, Martinsville is their home through generations.

My personal goal for this project is to bring awareness to the history and the sense of community within. Before the late 1900s, Martinsville was a very well-known city because of the many factories that operated there. I have been told that it was known as the sweatshirt capital of the world. There were a multitude of factories, ranging from textiles to furniture. It was until the United States government made a deal with China, Southeast Asia, and Mexico, to move the factories there because it made them more money. The impact that this had on Martinsville is greater than imagined. Even so, when I would ask my parents what their dream job as a child was, they would tell me that everyone, during that time, relied on the factories for jobs as they were growing up.

Another aspect of history that I plan to include in my project revolves around the Martinsville Speedway. This speedway was founded in the 1940s and has held the NASCAR Cup Series races since 1949. This speedway, now owned by NASCAR, has brought people together for years. Around 2017 they introduced night races which was a fun experience for all racegoers. Also, every fourth of July, they host a fair/ festival with food, rides, and fireworks. In addition to people coming together for those events, they also host the events for Martinsville High School. This includes events such as having the MAVAH! Marching Band perform the Star Spangled Banner and hosting the school after prom which consists of catered food, games, and a free gift shop, money comes from winning the game, which features a section of dorm supplies for seniors.

Because families have lived in Martinsville for generations, the school spirit is astronomical. The love that the city has for Martinsville City Public Schools is beautiful. Especially surrounding the sporting and other schooling events (football games, basketball games, band concerts, and theater performances)

In order to gather the videos for my project, I plan to use a mixture of captured and found footage. The captured footage will be of community events going on during the summer and during the school year, such as sporting games, and concerts. Also, the Oktober festival and Christmas parades. For the found footage, I would be using images and videos found on archive.org. To achieve a more community feel, I plan to have people, who play a big role within and who have/ or have lived there for their whole life, talk about what comes to mind when they think of community within Martinsville. In order to capture these accurately, I would need a camera and the necessary equipment such as a wind muff, extra batteries, a set of lavalier lapel microphones, extra SD cards, LED panel video lights, a tripod, travel cases, assortment of lenses, cleaning kits, and adapters. These interviews will likely take place at key landmarks around Martinsville. For example, the stage of the High School's auditorium, the basketball court, the football/ track stadium, and uptown.

Some of the concerns and anticipated limitations that might arise are the scheduling of meetings with people for the interviews. This is because having to line up a time when neither of us is working or when both of us can take off work can be tricky. Another anticipated limitation

is traveling to and from my hometown. Although I only live two and a half hours away, car, gas, and money problems could interfere with traveling.

My faculty mentor is Professor Mona Kasra. Her expertise within the video design/editing field is very helpful when it comes to any questions that I may have, also with guidance throughout the project and my creative process. It is also helpful that I have worked with her before; therefore, she has a sense of my creative voice and my strengths and weaknesses. During the outcome presentations, I plan to present my project present my video via

Timeline

Summer 2023-

During the summer I plan on conducting most of the interviews. This is because I believe people are less likely to be as busy with work, especially the people who are involved with the school system. This is also the time when I plan on capturing the footage of the beautiful scenery of Martinsville and the current state of historical sites. During this time I also plan to gather the archived footage of Martinsville to have that part of the video completed.

Fall 2023

During the fall, I plan to attend school events such as the football homecoming game, the fall/winter theatrical production, and other community events such as the Oktober festival, and the Christmas parade. I believe that football season is when the sense of community is at its highest. Capturing footage of people coming together to support the football team and marching band will help me further push the feeling of home and community, especially during the homecoming game.

Spring 2024

During the early spring semester, I will have finished editing the archived footage and will be around 80% completed with the video. The last part that I would need will be captured footage from the basketball games. I think it is important to include this footage because football and basketball are the biggest sports in the city. After that, I will only be adding the final touches to my project.

Budget (PDF below)

Evidence of participation

My first art class taken at UVa was Introduction to Studio Art, ARTS 2000, since then I have taken Intro to New Media (ARTS 2220), Drawing I (ARTS 2610), costume technology (DRAM 2310), and, currently, Video Design (DRAM 3820). As for organizations, I am currently on the layout committee for VMag, I was on the social media/ marketing team for FFC (Fashion For a Cause), and I was the Social Media Marketing Chair for Millers Arts Scholars for the 2023 school year. Outside of the University, I currently serve as a social media marketing/ content creator intern for the Bridge Progressive Arts Initiative. As for relevant coursework and art projects, I have worked with digital media such as Adobe Software (Photoshop, Premiere Pro, After Effects, Lightroom, Illustrator, and Indesign). The projects I have done are mostly centered around new media which includes scanner art, collage art, and video editing/ design.

As stated above, I serve on the executive committee for the Arts Scholars Program as the social media/ marketing chair. As for the seminars taken, I have only completed the first part,

CASS 1010. Due to a class scheduling conflict, I wasn't able to take CASS 1011 this semester; however, I plan on taking the second part of the seminar during the spring 2024 semester.

Jalia Dillard's Budget For Arts Award				
Category 1:	Description	Where the price was obtained	Date	Actual cost
After extensive research, these items were stated to be essential for indoor and outdoor video filming.				
Panasonic Lumix G100 Mirrorless Camera with 12-32mm Lens, Tripod Grip, and Accessories Kit	This is a kit offered by B&H. It consists of The Panasonic Lumix g100 camera, the 12-32mm lens, a tripod, 64GB Memory card, and a travel case.	Priced at \$597.99 at bhphotovideo.com	3/25/2023	\$801.79
2 extra batteries	This is a 2 pack of DMW-BLG10E batteries	Priced at \$22.99 on amazon.com	3/25/2023	\$22.99
Extra SD cards	This is a SanDisk Extreme Pro 128GB	Priced at bhphotovideo for \$129.00	3/24/2023	\$129.99
Wind Muff for microphones	This is a set of wind muffs for and extra foam covers for the lavalier lapel microphones	Priced at Amazon for \$8.98	3/24/2023	\$8.98
Led light panel	This is a LED panel light that includes a suction cup mount, and a desktop stand that extends to 30".	Priced at bhphotovideo.com \$101.99	3/24/2023	\$101.99
Godox iressless Omni lavalier microphone system	This is a 2 pack lavalier lapel microphones	Priced at bhphotovideo for \$249.00	3/34/2023	\$249.00
Yearly subscription to adobe student platform		Priced at \$240	3/30/23	\$240.00
Panasonic Lumix g 14mm f/2.5 ASPH II Lens	This is a lens that offers many features, including the ability to perform well in low light conditions.	Priced at bhphotovideo.com for \$197.99	3/30/2023	\$197.99
Panasonic Lumix G 25mm f/1.7 ASPH Lens	This is a lens that offers great features, including high performance autofocus when shooting.	Priced at bhphotovideo.com for \$147.99	3/30/2023	\$147.99
Brevite camera backpack	This camera backpack is lightweight and uses dividers to keep camera gear in place. It also has compartments for laptops and tablet storage, tripod strap, extra storage for SD cards, chargers/batteries, and a hidden pocket for valuables.	Priced at Brevite.com for \$189.99	3/30/2023	\$189.99
panasonic Lecia DG Summilux 9mm f/1.7 ASPH Lens	This lens is well suited for land and cityscapes. It also enables smooth exposure changes while recording.	Priced at bhphotovideo for \$497.99	3/30/2023	\$497.99
Mico-HDMI to HDMI cable	This is a HDMI mini to MDMI cord	Priced at bhphotovideo for \$19.99	3/30/2023	\$19.99
Battery and adapter kit	This includes a charging pack, coupler, and an AC adapter	Priced at bhphotovideo for \$70	3/30/2023	\$69.99
Panasonic Lumix G 20mm f/1.7 II ASPH Lens	This is a lens that offers a 40mm focal length and is ideal for everyday use.	Priced at bhphotovideo for \$267.99	3/30/2023	\$267.99
Lens cleaning and care kit	This kit includes a microfiber cloth, spray, and a dust blower and brush, all within a travel case.	Priced at bhphotovideo for \$24.95	3/30/2023	\$24.95
Wind muff for camera	This is a 6 pack of wind muffs for the camera	priced at bhphotovideo for \$15.99	3/30/2023	\$15.99
Camera strap	This is a durable strap for easy travel.	This is priced at amazon for \$12	3/30/2023	\$12.00
			actual cost total:	
			\$2,999.61	