

Hyebin Lee

Rising Third-Year Award

Faculty Advisor: Prof. Mona Kasra

Humans of UVA: Stories to be Heard

Proposal:

I propose that I will make a short documentary series that is about 4 episodes which will be distributed primarily through Youtube. My vision for this project is to tell often untold stories in our UVA community. These digital stories will not be limited to just students and professors.

Introduction:

I come from a multicultural background. I was born in Korea and moved to India when I was 7. I lived in India about 4 years before I moved to the U. S. Having lived in three different countries, I was exposed to different cultures from a young age. I've always loved talking to people and learning about their culture. Combining the love for people and film, I aspire to become a director/filmmaker for online documentaries and videos based on true stories.

I've been working on this idea since late January. Initially, it focused on student life at UVA, but I decided to expand this to a bigger community. With lack of equipment, I've faced some challenges and limitations. With the acceptance into Miller Arts Scholar program, I saw Rising Third Year Awards as an opportunity to make this idea possible.

Project Overview:

UVA has a diverse community. There are students and faculty from all over the world – China, Korea, Nigeria, Egypt, just to name a few. There are also people working in the back like electricians, janitors, chefs, and drivers. They go unnoticed until we are in desperate need of something like getting locked out of our dorm rooms.

As a student coming from a diverse background, I've always been interested in getting to know people's stories. There is a general idea of UVA college life centering around fraternity/sorority, but oftentimes, this does not apply to many people, including myself. What about the international students? What about marginalized groups? The UVA community also consists of people other than students and professors. The vision of the project sparked as I was

walking down the street wondering about the stories of people who I walk passed by everyday. I expanded this vision to seeking out “invisible people” in this community and hearing their stories.

I propose that I will make a short documentary series that is about 4 episodes which will be distributed online. My vision for this project is to tell the stories of people who are often unheard or underrepresented. Although the style of the documentary and the visual, digital storytelling aspects are still being figured out, I have few ideas. Each episode will focus on highlighting one person from the community. The format of the episode will be like interviews, and through interview questions, people will share about their personal narratives. Potentially, the title of the episodes will be whatever they are categorized as: the technician, the chinese student, the chef. This is to show how these are only known by these titles. However, at the end of each episode, the title of the episode will be replaced by the name of the person highlighted in the episode. Although the name of this project entails the UVA community, it is not limited to just UVA since the UVA community and Charlottesville community are interconnected.

This project is inspired from the Humans of New York project, but it does not strictly follow the frameworks of HONY project.

Process:

In order to produce this project, there are certain skills I will need to expertise. This includes mixing/handling the audio, storyboarding/storytelling, filming, video editing on Adobe Premiere Pro and After Effects, creating promotional poster/social media posts, and interviewing/interacting with people. I am experienced in some of the skills while completely a beginner in some of the skills.

Through editing vlogs for my Youtube Channel and designing videos for my classes, I have experience in video editing. I am also experienced with interviewing/interacting with new people. I have gone on street interviews and led discussions groups. I plan to further my skills by going on practice street interviews, taking online courses through Youtube and LinkedIn Learning. I am not proficient in mixing the audio. However, I have access to people who can teach me and online courses that I can take throughout the summer to develop my skills. I also plan to take ARTS 2511 Digital Photography to enhance my understanding of digital cameras

and compositional techniques. In addition, I plan to take a cinematography class in the fall to further develop my filmmaking skills. I will utilize LinkedIn Learning to grow deeper in knowledge on skills that I need to best produce this project. Some of the courses I took LinkedIn Learning in the past are “Video Journalism: Storytelling Techniques”, and “Shane Snow on Storytelling”. Although my goal is to best produce this project, I also aim to improve as a filmmaker and storyteller.

Timeline:

This is the tentative timeline for this project spanning from May 2022 to April 2023.

Time	Goal
May - June 2022	Preproduction: Concept/idea development <ul style="list-style-type: none"> - Narrowing down the scope of documentary - Deciding the general tone/style of documentary - Research UVA/Charlottesville community
July - August 2022	Look for interviewees (get to know them first), storyboard, prepare interview questions, developing different techniques (audio mixing, video editing, storytelling, etc)
August - November 2022	Production: Filming and interviewing
November 2022 - January 2023	Post production: <ul style="list-style-type: none"> - Editing films - Adding sounds Pre-release promotion (mainly social media, teaser or trailer)
February 2023	Project Release (Youtube), post-release promotion (poster, social media, etc)
March - april 2023	Follow up, Project outcome report

Budget:

Expenditure	Cost
Apple - Mac Studio with M1 Max Chip, 32GB unified memory, 512GB SSD	\$1799 (student discounted price)
SanDisk SD card 512GB	\$87.99
Adobe Creative Cloud All Apps (\$19.99 per month)	\$239.88 (1 year)
Zoom H5 - Track portable recorder for audio	279.99
Zhiyun-Tech WEEBILL-S Handheld Gimbal Stabilizer	\$299.00
Stock image, fonts, music, stock footage, promotions/advertisement	\$250
Total	\$2955.88

Mac Studio is to accommodate the large and heavy technological demand of my project. I will need to use video editing and audio mixing softwares for this project which requires a computer with high RAM, strong processing unit and graphic processing unit. Powerful processing unit will also allow faster and safer rendering processes. Another major reason for needing this computer is that I do not have access to a computer that can support post-production back at home. Although my laptop worked just fine editing 1-2 minutes long videos, it couldn't handle longer videos and crashed multiple times. This was one of the challenges I mentioned earlier in the proposal. Having my personal computer to work on this project will give a lot of flexibility in terms of time and place. My work time will no longer be limited to computer lab hours. During winter break, I will be able to go back and work at home. Secondly, since I will be filming videos on my DSLR camera, I will need to upgrade my **SD card** memory. Currently I have a 32GB SD card. Although this has been plenty for photography, I've always faced an issue of running out of storage with videography. Thirdly, for video editing softwares, I will be primarily using **Adobe Premiere Pro and After Effects**. These both require subscriptions on a monthly basis. **Zoom H5** recorder is a portable audio recorder. I will be using this to record the audio of interviews. The portability of this recorder makes it easier to use in different locations. It is also very easy to set it up. Since the majority of the filming and interviewing will be done

alone, I will need to use equipment that is easy to carry around and handle. **The handheld gimbal stabilizer** will help with filming footage of the people I will be interviewing. During the actual interview, I will use my tripod, but I need the stabilizer when I'm filming outside of the interview. The stabilizer will enhance the quality of the footage as it will minimize unnecessary camera movement. Lastly, I ask \$250 for other additional resources like stock images, footages, music fonts, and other stylized elements.

Mentor:

I am very excited to have the opportunity to work with Prof. Mona Kasra. I'm currently taking two classes and a production lab with her. She has taught me so much about video designing, storytelling and other artistic and creative aspects. She is an experienced digital multimedia artist and has worked with numerous time-based media projects. She has given valuable advice on this project already, and I'm thrilled to officially work with her on this project.

Participation in the Arts:

I'm currently working towards double majoring in Biology and Studio Arts. I plan to double concentrate in New Media and Cinematography. I am currently enrolled in Intro to Studio Art, Intro to New Media I, Video Design, and Production lab: Video Design. I enormously enjoy taking all these classes and improving my artistic skills. I'm an active member of Grace Christian Fellowship at UVA. I participate as a keyboardist, a photographer, a videographer, and a small group leader.

Outside of UVA, I have been serving as a keyboardist for Portico Church. I am also getting trained to run the live stream service on Sundays. I also have a Youtube Channel where I share about my college life.

Conclusion:

This project is important to me because I'm practicing what I love and want to pursue as my career. I believe that this project will bring a positive impact on the UVA community as a whole. It will bring a light to those who are invisible, and I hope that we –as a community– can

embrace diversity and appreciate people for who they are. Personally, I also aim to grow as a filmmaker and storyteller through this project.