

Braelyn Schenk, Miller Art Scholar  
The Branding of an Artist: Video Series



As I survey the last three plus years of daily investing in my crafts -- dance, music, creative writing, theatre, design thinking, arts administration, history and social justice -- I am beginning to see the product and the processes of these efforts come to the fore. Each holds a unique set of sensibilities I now grasp, totally anew, since beginning my studies at the University of Virginia. Whether they manifested in the designing and teaching of dance workshops at the local high school, or in learning the craft of music production, performance and community involvement through hip-hop based outreach in Cleveland, Ohio etc. these prominent and pivotal experiences have marked and moved me, for and toward what is to come.

Though these events, methodologies, practices and deep investments exist within me and guide me in my current day-to-day doings, I am eager, especially as a fourth year delving into some of the most ephemeral forms of expression (ex. Dance, music, performance art etc.), for more tangible renderings of some of my most intimate and vulnerable works, specifically within the realm of music.

These past few years I've written and performed my music periodically and am feeling, more so than ever, the urgency and necessity to make my work more accessible and shareable with others. Though I have the makings of an EP, before initiating steps toward full-band, studio recordings, I would like to begin with two to three excellently recorded and filmed videos. With

a few bare-bones music videos I can begin the journey of branding myself and garnering a following as I simultaneously work to release a four-song EP by Summer 2018. These spreadable tools will launch me into my next steps as a musician and as a well-rounded creative, outside of the direct context of UVA.

I am requesting \$500 to cover the hiring, filming, renting of equipment, editing and overall production of these videos. Any overflowing costs will be paid for out of pocket. Once these videos come to fruition I plan on pairing them with increased social media activity, an artist website, more frequent live shows, and a forthcoming record release.

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Budget:

\$150 - Rent the Equipment

\$350 - filming / editing by local videographer, and friend, [Stephen Stonestreet](#)

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Timeline:

Storyboarding shoot style/aesthetic, choosing and reserving space, securing sound and video equipment etc. -- October - November

Scheduling and facilitating/editing of video shoot -- December

Final edits/release of videos -- January 2018